

# The NATIONAL UNDERWRITER

*Life Insurance Edition*

## AN EQUITABLE BRIEFCASE

One of a series of advertisements illustrating how a life insurance agent serves his community by selling life insurance.



## No Fooling—10,000 Smiles in this one Briefcase!

NED WATSON isn't peddling "A Joke Book Containing 10,000 Laughs." The smiles Ned carries in his briefcase are smiles of satisfaction...and relief. Smiles from people like the 10,000 employees of his city's largest industry who are now covered by Equitable Society Group Insurance.

You see, it's no joke when a man suffers a crippling accident, becomes seriously ill, grows too old to work, or dies suddenly. But it's certainly a relief, when he knows that he and his are protected with Group Insurance...thanks to men like Ned Watson.

Tucked away in that same Equitable briefcase is freedom from worry for fathers of families...com-

fort and independence for men and women who have reached retirement age...future security for hundreds of his fellow townsmen who call on Ned for aid. Men of his stamp have a right to the highest title that can be awarded in a democracy. He's Ned Watson, *Good Citizen*...a man who does much more than his share to make his home town a better place to live in.

That's why Ned wouldn't trade jobs with anyone else in the country. As a member of an honored profession...as a representative of an institution like the Equitable Society, he holds the respect and regard of every one who counts in his community.

### LISTEN TO "THIS IS YOUR FBI"

...official crime-prevention broadcasts from the files of the Federal Bureau of Investigation...another public-service contribution sponsored in his community by The Equitable Society Representative.

EVERY FRIDAY NIGHT • ABC Network



**THE EQUITABLE  
LIFE ASSURANCE  
SOCIETY  
OF THE UNITED STATES**

THOMAS I. PARKINSON, President • 393 Seventh Avenue, New York 1, N. Y.

FRIDAY, APRIL 29, 1949

# "What ever happened to Fultz?"

"You don't brag about him any more!"



HOMER FULTZ

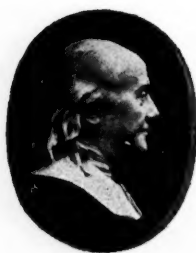
That's right. We haven't talked about Homer Fultz for quite a long time. Too long. Perhaps we should start talking about him again, because he really has been doing all right.

Homer started as a member of the Franklin sales organization in January 1943, after nearly nine years as a supervising department head in the Illinois State Insurance Department.

Here are his earnings for the past six years, as reported by us to the Collector of Internal Revenue:

1943 . . . . .	\$15,501	1946 . . . . .	\$22,744
1944 . . . . .	16,801	1947 . . . . .	28,794
1945 . . . . .	19,031	1948 . . . . .	30,701

Homer is a specialist. Of the 219 sales he made last year, all but sixteen were on one of the Franklin "exclusives"—either the ever-popular *President's Protective Investment Plan* or the amazing new *Junior Insured Savings Plan*. He frankly says that without these highly salable contracts his performance would fall far short.



## *The Friendly* **FRANKLIN LIFE INSURANCE COMPANY**

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over \$650,000,000.00 insurance in force.

## Standard Oil SS Man Lauds N. Y. TDB Measure

**Chislett Says Law  
Does Least Violence  
to Free Enterprise**

COLUMBUS—Altogether, the New York temporary disability benefits law represents an outstanding achievement in state legislation in this field, according to Richard E. Chislett of the insurance and social security department of Standard Oil of New Jersey, who addressed the insurance buyers' conference of Insurance Board of Columbus, Wednesday. He observed that the act was drafted by representatives of business, labor, state government and insurance, working in concert. It represents the most advanced thinking in respect to this type of legislation.

While it does introduce governmental compulsion into a field in which voluntary effort already is doing a good job, it manages to apply that compulsion in a manner calculated to impinge least upon free private enterprise. Furthermore, it gives the fullest possible credit under the law to the substantial private achievements in the TDB field. States in the future which may consider legislation in this field should give very careful study to the numerous advantages contained in the New York law, he counseled.

### Gives Set of Principles

The speaker emphasized that he was not discussing the desirability nor necessity for state TDB legislation, but rather he was emphasizing the necessity of developing a set of sound principles which should be incorporated in any state legislation to be considered in the future.

It is not unreasonable to presume that more states will eventually adopt laws compelling some sort of temporary disability coverage for workers, in view of the fact that four important industrial states now have such laws, the state of Washington has passed a law subject to ratification by referendum and 14 other legislatures received measures this year treating with the subject. Ohio and Maryland recently appointed commissions to study the question and make positive recommendations.

### Type of Benefit Not New

He emphasized that the type of benefit under discussion is not new since voluntary programs have existed for a great many years. In some industrial states surveys indicate that some voluntary protection is being afforded anywhere from 60 to more than 76% of employees covered under unemployment insurance law.

However, it is only in the past few years that state and federal governments have taken action to compel the payment of such benefits to great numbers of employees. In four states and in the railroad industry nationally immediate broad coverage through governmental mandate has taken the place of the more gradual yet surprisingly rapid expansion of coverage through voluntary effort. The new and important factor in group A. & H. is that

(CONTINUED ON PAGE 6)

## FTC Calls Second Hearing on Mail Order Industry

Issuing revised trade practice rules proposed for the mail order insurance industry, the federal trade commission has called its second public hearing on the trade practice conference for May 25, in Washington. Commissioner Davis will preside and Henry Miller, trade practice conference division, and other FTC officials will participate.

The notice of hearing defines the mail order industry as "all persons, firms, corporations and organizations engaged in the sale and offering for sale of any kind of insurance outside the state of their domicile, through the mail or other interstate communications or facilities and without the employment in connection herewith of any agent licensed in the state where the sale of insurance is promoted or in which delivery of the policy to the insured is to be made."

### Ask for Industry Views

Industry members and others interested are invited to present to FTC their views concerning the rules, including pertinent information, suggestions or objections. Written statements, briefs etc., may be filed up to May 25.

The commission said sales of insurance through licensed agents and sales within the home state of the insurer are not within the purview of the rules.

It said "some of the more important rules" released with the notice of hearing relate to disclosure of unusual limitations, restrictions, and conditions contained in policies, and disclosure of possible assessment against policyholders. Also included are "many important provisions inhibiting specific kinds of misrepresentative and deceptive practices as to the nature and extent of coverage of policies and the protection actually afforded, etc."

The rules are concerned with unfair or deceptive trade practices coming within FTC jurisdiction under the FTC act, subject to provisions of public law 15. The rules apply to any kind of insurance sold under circumstances above indicated.

### Tried to Simplify I.A.A. Code

Commission people say they have tried to clarify and simplify the rules code submitted by the Insurance Advertisers Assn. that were subject to hearing in Chicago some time ago. Incidentally, those rules are tightened considerably.

Important changes in that code include revision of the definition of "advertisement" and new rules concerning contingent liability of insured, failure to pay just claims, and deceptive "salesman wanted" ads.

The revised rules cover seven closely printed pages including 24 rules. Besides those above mentioned, they relate to general deception: misleading names or titles of policies, deceptive concealment of exceptions, limitations and reductions in policies; non-medical policies; maximum and minimum benefits for the same loss; misuse of the word "all" as applied to benefits; benefits losses, and causes of loss not applicable to all ages; sickness covered by health policies; misuse of synonymous names for the same sickness or physical condition; medical attention or confinement under health or accident policies; time lapse or lag in policy; misrepresenting amount of benefits, paid under policies issued; deceptive use or imitation of name or trademarks of competitors; misrepresenting savings effected by selling methods; claim of federal or state agency approval; advertising misrepresentation improper though policy be available for inspection

## Seven in N.A.L.U. Trustee Race; 3 Are Incumbents

Seven candidates for National Assn. of Life Underwriters trustee posts are presently in the running, according to endorsements received by Arthur F. Priebe, Penn Mutual, Rockford, Ill., nominating committee chairman. These include three incumbents whose terms expire this year.

The four not now on the board are Royall R. Brown, Northwestern Mutual, Winston-Salem; Harry J. Syphus, Beneficial Life, Salt Lake City; E. I. Taylor, Guardian Life, Wheeling, W. Va., and Theodore Whitesell, Continental Assurance, Easton, Pa.

### Two in Secretary Contest

Incumbents who will be candidates are David B. Flugelman, Northwestern Mutual, New York City; F. Leroy Garbrant, New York Life, Asbury Park, N. J., and Richard E. Imig, New York Life, Sheboygan, Wis.

There are two candidates for secretary: Charles E. Cleeton, Occidental Life, Los Angeles, and W. Ray Moss, Connecticut Mutual, Louisville. There are no contests for any other offices.

## March Ordinary Sales Show Sharp Upward Trend

Though Boston was the only major city to show an increase in ordinary sales for the first quarter, March figures showed an increase representing a marked upward trend, in all the largest cities, according to L.I.A.M.A. Cleveland led with the greatest March increase of 17%.

Percentage figures of the cities for the 1949 increase for March and the first quarter respectively were: Boston, 8, 4; Chicago, 2, -10; Cleveland, 17, 0; Detroit, 7, -7; Los Angeles, 15, -6; New York, 2, -9; Philadelphia, 5, -2; and St. Louis, 6, -4. States showing the greatest rate of increase in March were New Mexico, first with 24%, and Wyoming and District of Columbia next in rank, both with 23%. Nationwide increase for March was 8%.

### Life Men at N.A.I.C.

### Hearing on Financed Sales

Several life insurance representatives were on hand as observers at the hearing held by the special committee of the National Assn. of Insurance Commissioners named to look into abuses of insurance practices in connection with financed sales.

Life insurance men present included Alexander Query of Prudential, which writes a substantial amount of creditors' life insurance; and H. R. Glenn, associate general counsel Life Insurance Assn. of America and George Davis, assistant actuary of L.I.A.

The hearing was attended by a number of fire and marine insurance men who are interested in the material damage coverage on financed merchandise. Allyn of Connecticut is chairman of the committee.

by prospect; defamation of competitors; deceptive testimonials; financial stability of insurer; misrepresentation of policy or company as covering special provisions or as being confined to special groups; aiding or abetting use of unfair trade practices.

## Give Truman's Latest Health Plan Little Chance

**Even Administration  
Leaders Concede Present  
Congress Won't Act**

WASHINGTON—Even administration leaders concede the Truman health insurance program has slight chance of enactment into law at this session of Congress. A majority of the Senate committee is sponsoring substitute plans. One is a revision of the Taft plan of federal aid to the states for medical care of low income groups. Another, offered by Senator Hill, Alabama, and others, provides for federal payments to purchase medical and hospital service policies for low income persons in voluntary health plans.

President Truman gave his message to Congress late last week on his national health program, including compulsory health insurance.

The administration bill was later introduced jointly by eight Senators and by Representatives Dingell, Michigan, and Biemiller, Wisconsin. It provides, among other things, for "experimental development of farmers' health co-operatives," a statement released by the authors says. It would set up a national fund known as the Personal Health Services Account, similar to the OASI trust fund, to be administered by a national health insurance board.

### Advisory Medical Council

That board would operate in consultation with a national advisory medical policy council, and under supervision of the federal security agency.

A 7-page release from introducers of the bill summarizes provisions of its seven titles.

The titles are headed: Aid to medical education; medical research; hospital survey and construction; special aid for rural and other shortage areas; grants-in-aid for state and local health work; grants-in-aid for maternal and child health and crippled children's services; and prepaid personal health insurance.

## Phases of Buyer's Market L.A.A. Topic

Speakers for the Southern Round Table of Life Insurance Advertisers Assn. to be held May 8-10 at Chattanooga include Donald E. Lynch, assistant director, institutional relations division of L.I.A.M.A., who will talk on "Public Relations in the Buyer's Market;" Robert W. Osler of Indianapolis, editor of the "Insurance Salesman," on "The Trade Press in the Buyer's Market;" Howard J. Burrige of Cincinnati, president of The National Underwriter Co., who will give a round-up address on impressions of the program and Charles J. Currie, manager of Mutual Life's Atlanta agency, whose topic will be "What the Agent Wants to Meet the Buyer's Market."

L.A.A. President Alan Kennedy, Northwestern National, has called an executive committee meeting in conjunction with the round table session.



## ALC Regionals End; Bixby Sees No Drop in Policies Sold

Addressing the Roanoke regional meeting of the American Life convention, W. E. Bixby, president of A.L.C. and of Kansas City Life, said that although economists say the country is in a period of selective buying he did



P. C. Buford



W. E. Bixby

not expect that the number of new life insurance contracts sold would be seriously reduced.

Mr. Bixby pointed out that people know that life insurance premium rates are fixed by laws of mathematics and the policies must conform to state regulations and hence cannot be expected to go down because of economic fluctuations. He mentioned the fact that in the last 10 years the country's population has increased by 16½ million while the national income is still extraordinarily high.

Paul C. Buford, A.L.C. Virginia vice-president, who is president of Shenandoah Life, was host and extended cordial greetings at the opening session.

The second regional meeting was held in Kansas City this week and was attended by nearly 150. Mr. Bixby took great pride in welcoming those attending to Kansas City, where he is president of Kansas City Life.

No formal programs were developed for either of these meetings, which are customarily given over entirely to informal discussions.

Among the subjects in which the greatest interest was shown at Roanoke were such matters as federal taxation of life companies, the marital deduction provision of the internal revenue code, valuation of securities, investment problems including the questions involved in private placements, the current proceedings of the national labor relations board in the matter of the Nola Patterson charges; the impact of federal social security on the business and the possible results which might be anticipated should current proposals be enacted; and the McCarran-Celler resolutions.

There was a great deal of interest in the social security discussion, the unanimous opinion being that if benefits should be raised above subsistence levels there would be a definite adverse effect upon the life insurance business. The representatives present from industrial companies expressed strong opposition to lump sum death benefits proposed in the administration bill H. R. 2893.

Mr. Buford and his associates topped their never-ending hospitality with an elaborate dinner to which all attending received invitations. It was an informal affair, with no speakers, and with entertainment furnished by a well-trained choir of Negro high school students.

After adjournment many visited the new home office building of Shenandoah Life, now being built on a site owned by the company about five miles from the center of the city. The work is well along and the building is expected to be ready for occupancy in the late summer.

Much of the success of the meeting  
(CONTINUED ON PAGE 16)

## Supreme Court Refuses Inland Steel Review

The U. S. Supreme Court this week refused to review a decision made by circuit court at Chicago last summer which held that pensions are a subject for collective bargaining. The lower court approved a national labor relations board ruling that Inland Steel Co. was engaged in an unfair labor practice in refusing to bargain with the CIO steel workers union over its pension plan. Group insurers were interested in the decision for it presages a stepped-up drive by labor unions for pension and other welfare programs.

Little surprise was evinced at the decision although labor attorneys hoped that the Supreme Court would review the case. The opinion resulting from the review decision would have clarified a number of points on which management and labor attorneys have differed.

The decision was favorably received by the United Auto Workers whose chief, Walter Reuther, said it would be used in collective bargaining with automobile manufacturers when the new contracts are negotiated next month. All unions in businesses engaged in interstate commerce and qualified to deal through the NLRB are affected by the decision. In effect the Supreme Court has given approval to a new tool which the unions intend to use in getting expanded welfare programs. Welfare plans have recently, in many instances, been given more importance by unions than increased wages.

## Postal L. & C. Names Lytle

E. O. Lytle has been named Illinois manager by Postal Life & Casualty. He has been in insurance for 24 years, starting with Bankers Life of Iowa as an agent and becoming agency supervisor. Since 1932 he has been with State Farm as agent and later as manager in Oak Park, Ill., and in St. Joseph, Mo.

## Addisson, Donaldson Named Supts. of Agencies by Pilot

James B. Addisson and R. W. Donaldson have been named superintendents of agencies of Pilot Life.

Mr. Addisson joined Pilot Life as general agent in Columbia, Tenn., in 1940. He has served as regional supervisor and home office supervisor in charge of Tennessee. In his new position he will have responsibility for both Tennessee and Alabama.

Mr. Donaldson joined Pilot's field force in Charlotte in 1945. In 1948 he was promoted to agency supervisor.



J. B. Addisson



R. W. Donaldson

## Schedule L.O.M.A.I. Exam

A record number of students will take Life Office Management Assn. Institute examinations the week of May 2. This year 4,851 employees of 209 life insurance companies have enrolled for 8,790 exams. Last year 6,800 exams were written by 3,586 students. Enrollments have come from 161 member companies and 48 non-member companies. Grading will be started late in May and is expected to be completed by July 1.



## Congratulations To Our Industrial Agency Department

Commonwealth is indeed proud to pay tribute to its Industrial Agency Department on the occasion of another outstanding demonstration that it is truly one of the really great agency forces in the life insurance industry.

During the annual March Campaign for business the Industrial Agency Department, ably sparked and directed by Homer D. Parker and his staff, produced \$11,476,348 of new business. This production exceeded the record made during the 1948 March Campaign by over four hundred thousand dollars. This new record speaks eloquently and prophetically for one of the outstanding production teams in the business.

Our warmest congratulations go to Mr. Parker and his grand agency force on the occasion of this record-smashing victory.

Insurance in force — March 31, 1949 — \$404,313,208

**COMMONWEALTH**  
LIFE INSURANCE COMPANY  
LOUISVILLE

## O'Mahoney Probe Threatens to Dim Celler's Inquiry

WASHINGTON — The O'Mahoney resolution for joint economic committee investigation of the life insurance industry and other economic factors threatens to steal the thunder from the proposed Celler investigation of the life industry, insurance observers here believe.

The O'Mahoney resolution has been approved by House and Senate committees and awaits only floor action. Senator O'Mahoney has indicated life company executives will be called before the joint committee. They are expected to be asked about life company investment policies, loan placement, etc.

Life company investments constitute a major point in Rep. Celler's investigation plans.

However, the McCarran-Celler investigatory resolution has been stalled for many weeks in committee. The Magnuson Senate judiciary subcommittee to which it was referred reportedly had scheduled a third meeting this week. According to report, this subcommittee planned to inquire of the full judiciary committee for information and guidance. The full committee met Monday but did not discuss insurance matters. A committee source said he did not know whether it was planned to report the resolution or not.

Some industry representatives would not be surprised if the subcommittee did nothing, but simply would continue to sit on the resolution. It is believed this would stymie Celler, who has said he awaits Senate action on the resolution. The Senate subcommittee or full committee could report the resolution unfavorably, but that would enable Celler to go ahead on plans for a House judiciary committee investigation.

Rep. Celler Wednesday conceded the possibility that the O'Mahoney resolution for investigation by the joint economic committee may take the place of his resolution to investigate the life insurance industry.

## Charter New Ga. Company

ATLANTA—A charter has been granted to Columbus National Life of Columbus, Ga., scheduled to begin operations May 1. The company will have a capital stock of \$100,000 and surplus of like amount, and it will specialize in group and industrial business.

J. H. McMurria is chairman; D. G. Bland, president; J. M. Clark, executive vice-president; J. S. McMurria, treasurer, and R. C. Jordan, Jr., secretary.

## Prudential Buys L. A. Realty

LOS ANGELES—Prudential has purchased the William Fox Building and the Los Angeles Theater property for \$2,630,000. The sale is subject to confirmation by Superior Court Judge Ford and is subject to a lease which expires in 2022.

## Franklin Chicago Units Up

The Chicago division of Franklin Life, under F. J. Budinger, reports a 49% increase in net paid business for the first quarter, putting the division in to first place country-wide. The John O'Doherty agency of River Forest was the leading unit. There are now 10 agencies in the division.

## Cal.-Western Holds 4 Conferences

California-Western States is holding a series of four regional managers' conferences, the first at Houston this month. The purpose is to re-emphasize the company's program of selecting and training agents. Much emphasis is given to improving training techniques. Meetings scheduled for June and July will be held in Los Angeles, San Francisco and Portland. Members of the home office staff who are conducting the conferences are headed by R. E. Murphy, vice-president and manager of agencies.

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## UAW Insurance Setup Reflects New Union Approach

### National Labor Heads Exerting Tighter Grip on Local Negotiations

Back of this year's insurance-conscious demands, the national unions are demonstrating an internal solidarity and a sense of organization that has heretofore not been seen. There is a greater disposition on the part of the unions to insist that no local settle any negotiations for less than the insurance minimum established by the national council of the union.

Perhaps the archetype of the well organized national union is United Auto Workers of the CIO. As in the past, this union has set the pattern in demands for many others. The UAW economic demands include substantial pension, A. & H., hospital, medical and surgical benefits to be financed by employers. These demands have been presented to the Ford Motor Co., and are in the process of being presented to some of the other large automobile manufacturers as well as to the steel industry and other manufacturers. So far the UAW demands have met with a cold reception from Ford and from steel. It is possible that a few smaller plants will match the UAW minimum demands, but the larger corporations are expected to remain adamant.

There is apparently little chance of breaking the UAW solid front on a local basis, because UAW communications make it clear that any local which accepts less than the UAW minimum demand will run into considerable trouble. Any compromise on the UAW position will probably have to be national.

A picture of the control which CIO-UAW aims to exert over its locals can be gained by a look at an administrative letter from UAW headquarters sent out to local unions and corporation counsels this year. This letter states:

"When new contracts are negotiated, provisions covering pension plans and social security matters must conform to international policy and must meet the basic minimum standards as outlined by the international executive board. To insure that these standards and policies are met, all contract provisions dealing with pensions and social security matters must be cleared with your regional director or department head before they are approved."

#### Tight Insurance Organization

A feel for the tight organization of the union insurance-wise can be gleaned from the following quote from the same letter:

"Each regional director or department head responsible for collective bargaining matters is requested to designate one member of his staff as regional staff consultant on bargaining for social security. The social security department staff will give intensive training and continuous follow-through assistance to such staff members."

UAW makes it clear to its local chiefs that they are not to accept alterations of existing group insurance and pension plans as a substitute for the minimum demands of the union.

"Local union officers and bargaining committees should guard against widespread efforts of employers and insurance companies to undermine our bargaining position by seeking approval of local unions on patching up existing company group insurance plans." Thus

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## Acree President of Lincoln Income

John T. Acree, Jr., has been elected president of Lincoln Income Life of Louisville to succeed the P. K. Smith, who died April 16.

Mr. Acree has been with Lincoln Income Life for 25 years. He began as an office boy in the home office, working later as an agent in Oklahoma City while attending college.

After his graduation from Oklahoma City University in 1930, he resumed work in the home office in the claim department. Later he worked in the accounting department and was made manager of the new ordinary department in 1931. In 1934, he was elected vice-president in charge of ordinary. In 1941, he was elected secretary-treasurer, and in 1946 executive vice-president.

Mr. Acree is secretary-treasurer of the Institute of Home Office Underwriters and a member of the executive committee of the Life Insurers Conference.

## Forum Held on Intern Plan

Executives of 20 life companies including two from Canada met at Butler University to discuss the Butler Internship plan of training students for life insurance fieldwork. Also attending were members of the Indianapolis General Agents & Managers Assn. which sponsors the program. The meeting, planned as a round table conference, heard three speakers. J. Russell Townsend, Equitable Life of Iowa, Indianapolis, discussed results of the program to date. James O'Neil, Indianapolis manager of Great West, a graduate of the program, with an "intern" in his office spoke on "Seeing It from Both Sides."

Dr. M. O. Ross, university president, closed the conference with a luncheon talk on "The Goal of the Internship Program."

## N.Y. Ass'n to Hear Whittaker May 19

Edmund B. Whittaker, vice-president of Prudential, will address the New York City Life Underwriters Assn. May 19 meeting at the Hotel Statler. He will speak on social legislation programs as they affect the insurance industry, giving particular attention to New York's recently enacted disability benefits bill.

The association earlier considered several other topics for discussion at the May meeting. One was a detailed comparison of the agents' contracts of larger companies centering around the result of a study being made by Ralph Hudnut, Keane agency, Massachusetts Mutual. Others concerned the merits of agency-company advisory organizations, and the relative merits of trade associations vs. unions.

## Thain Edits "Insurance Exchange Magazine"

Richard J. Thain has been designated editor of the "Insurance Exchange Magazine", monthly National Underwriter publication which serves insurance readers in Chicago and Illinois. Mr. Thain has been on the editorial staff of THE NATIONAL UNDERWRITER for four years. He was educated at Northwestern and was a daily newspaper reporter in Chicago before the war.

Mr. Thain was in the service, most of the time as editor of the third air force newspaper. He continues as assistant editor of THE NATIONAL UNDERWRITER.

## Constitution Enters Okla.

Constitution Life of Los Angeles had been admitted to Oklahoma with Ralph Carlin of Oklahoma City, general agent.

## Widely Varied Fare at North Central Round Table

Topics ranging from the broad list of problems facing the life advertiser through the technique of getting efficient personnel and effective business communications were presented by the three speakers at the Life Advertisers Assn. North Central Round Table at Dearborn, Mich.



E. P. Leader

Alan M. Kennedy, Northwestern National, president of L.A.A., was scheduled to open the meeting but could not be present because of illness. The opening speaker was Edwin P. Leader, Bankers Life of Iowa, round table chairman, who spoke briefly on the meeting's theme, "Foundations on Fundamentals", then turned the meeting over to George Pease, Equitable of Iowa, who introduced Henry G. Little, executive vice-president of the Campbell-Ewald advertising agency, Detroit.

#### Discusses Over-All Problems

Mr. Little presented an outline of the over-all problems facing the advertiser. His presentation included the slide film, "This Is Our Problem," sponsored by the National Advertisers and the American Assn. of Advertising Agencies. This deals with re-selling the American system of free enterprise and introducing into the educational system courses designed to combat radical influences. One purpose of the film is to explain the basis of the economic system, with the aim of creating a public psychology that will tend to minimize the next depression.

The practical aptitude test, still an unknown tool to many, was stressed by Daniel A. Beck, managing director Executive Selection and Training Institute, Detroit, in his subject, "Square Pegs in Round Holes in Advertising Departments". He illustrated his material with audience participation by giving aptitude tests to members of the audience, which they scored themselves. Then the interpretations were given from the platform, enabling each person to score his own test results without revealing their significance to anyone else.

Arthur W. Theiss, Minnesota Mutual, presided at this session and introduced Mr. Beck.

F. Lee Johnston, vice-president of Advertising Services Company, Detroit, showed that advertising should not only be considered as external publicity. He pointed out that good business in any field is predicated upon good public relations and good public relations in turn are predicated upon good internal relations. Efficient business communication interprets management to employees, policyholders and the public. In turn, efficient business communications interprets the employees to management, the policyholders and the public. By management keeping each group properly informed of the activities of the other groups, harmony, efficiency, and maximum results are obtained from all.

There was a dinner Thursday evening. R. A. Cooper, North American Life of Toronto, presided at this session and introduced Mr. Johnston.

The final event was a round table discussion of the significance of the program for the participants' use in their own companies. Jack R. Morris, Business Men's Assurance, acted as moderator and ably summarized the points brought out at the entire two-day meeting.

## New Competitor

Sidney E. Coleman, of our Philadelphia Agency, tells us a selling story which introduces a new and modern competitor for life insurance salesmen.

It seems that he was in a prospect's office where it became evident that the prospect was too busy to give him the time necessary, so Mr. Coleman said "I'll come out to your home on Monday at 7:30." The prospect said "No, you'd better get there at 7 and I give you fair warning that at 7:30 I'll stop listening to you for at that time my favorite television program comes on and that television program has priority over any visitors."

For years there have been favorite radio programs every night in the week, but now television programs double the required attention. And, of course, there is somebody's favorite on at any hour you have in mind. But while favorites do not monopolize attention the entire evening, if the prospect wants to listen and look at his favorite program he has the right to expect the salesman to realize the priority.

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## THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

## List Topics for Actuarial Society's Final Meeting

The spring meeting of the Actuarial Society of America will be held at the Commodore hotel, New York City, May 19-20. This will be the last regular meeting of the Actuarial Society of America. By unanimous vote last fall, the members approved union with the American Institute of Actuaries as a joint organization to be known as "Society of Actuaries." At the coming business session the members will vote on the last items required to carry out the mandate expressed at the fall meeting last year.

The following formal papers which were presented at the fall meeting will be open for discussion:

"Mortality Standard Provisions in Estate and Inheritance Tax Laws," Louis O. Shudde, principal actuarial mathematician, social security administration.

"Recent Mortality of Railroad Annuity-tants," A. M. Niessen, railroad retirement board, Chicago.

"Construction of the state and regional life tables, 1939-41," Mortimer Spiegelman, Metropolitan Life.

"The Mathematical Approach to Exposure Formulas," Ralph E. Edwards, assistant actuary Columbian National.

"Interlocking Interpolation Curves,"

Aubrey White, assistant actuary, Paul Revere Life.

"Group Medical Expense Insurance," Morton E. Miller, assistant actuary Equitable Society.

Actuarial Note: "Approximations to Actuarial Functions without Construction of Complete Commutation Columns," Charles L. Trowbridge, Bankers Life of Iowa.

The following topics will be discussed informally:

### I. Underwriting and New Issue

A. What has been the trend in the cost of medical examinations of applicants? What has been the mortality experience on non-medical business? Within what limits have the savings in expense on non-medical business tended to offset increased mortality?

B. What has been the experience under preferred risk policies as compared with other policies. (1) as to expenses arising from larger minimum amount of insurance? (2) as to mortality by reason of any more strict underwriting of applicants?

C. Have the recent changes in the value of money affected the unit cost on minimum policies or premiums? Has the increased issue made it too easy to qualify for various agents' clubs?

### II. Expenses and Section 213

A. What has been the trend of unit costs? To what extent has the increase in average size of policy offset the increase in expense?

B. What changes seem advisable in the present section 213 of the New York insurance law?

### III. Pension Plans and Group

A. Pensions plans: (1) What has been the experience with individual ordinary policies issued without evidence of health as the medium for providing pension and insurance plans for groups of employees? Has there been a marked difference between the experience under these and those issued in the normal way? (2) How many trustees, self-administered, and deposit administration pension plans be valued? (3) Is there any way to allow for offsetting extra costs due to anticipated mortality, withdrawals, interest and expenses in such plans?

B. Group: (1) What problems have arisen in connection with commissions for sickness and accident insurance issued in states where sickness benefits are compulsory under state law? Have there been any unusual expenses and contingency elements in such insurance? (2) What problems have arisen under deposit administration plans? To what extent have companies kept records and rendered accounting of such funds by individual lives? (3) What effect is the increased interest of unions in employee welfare plans likely to have upon (i) types of plans, (ii) nature and extent of funding, and (iii) administration?

### IV. Sales and Agency

A. Term insurance: (1) Has there been a marked trend toward term insurance and term riders? (2) If so, (a) is such trend due to intelligent demand or to other causes; (b) what has been the effect of the trend on compensation and retirement benefits of agents?

B. What has been the experience with reference to persistency of business, selection and persistency of agents, and stabilization of agents' income under agents' contracts providing for larger early renewal commission rates?

### V. Actuarial Experience and Practices

A. Has the improvement in the investment situation been sufficient to justify: (1) a higher rate of interest in the valuation of current annuities, including group annuities? (2) a slowing up in established plans for reserve strengthening?

B. What has been the general trend since the end of the war in the mortality rates at the middle and older ages? Is there any concrete evidence of the improvement anticipated as a result of the advances in medical science and preventive medicine during the war years?

A. What methods have proven effective in minimizing the cost of policy changes?

B. What has been the trend in investment opportunities for life insurance companies?

C. What effect will the expansion of social security coverage and benefits have on life insurance? group annuities? pension trust plans? group A. & H.?

D. Should the Society of Actuaries give increased attention to matters particularly related to employee pension plans and to social security? What is likely to be most helpful and appropriate both from the standpoint of members of the society and of the general public?

## F. G. Kimball Joins Purdue Faculty

Fred G. Kimball has been appointed

assistant director of the Purdue course. Mr. Kimball attended the University of Rochester, N. Y., before joining John Hancock there. He is a graduate of the Purdue course. He is also a member of one of the Hancock's leading production groups. He earned the national quality award in 1948.



F. G. Kimball

## Survey House Organ Interest

Manufacturers Life has made a survey of what material contained in its house organ is of most interest to the field force. The response from agents noted particular interest in sales ideas, telephone techniques and in case histories of successful agents.

## Klingman on Equitable Board

W. W. Klingman, who from 1937 to 1946 was general manager of Equitable Society for Texas, and Nicholas Kelley, vice-president and general counsel of the Chrysler Corp., have been elected directors of Equitable Society.

Mr. Klingman, a former vice-president of Equitable, started in insurance as an agent of the company in 1913, later becoming manager at St. Paul before going to the home office.

Life Managers Assn. of Pittsburgh, at its annual meeting May 3 will have as speaker H. G. Kenagy, vice-president Mutual Benefit Life. His subject is "Our Employees and Our Public Relations".

## Prudential to Have 4 Regional Offices in Industrial Dep't

Prudential is opening four regional offices to decentralize field operations. Part of the district agencies department, the offices will be at Indianapolis, Chicago, Milwaukee, and Detroit. The regional offices will supervise the district offices in their territories. The home office headed by a newly elected 2nd vice-president, William P. Lynch, will supervise the new offices.

Each regional office will be headed by a director of agencies aided by a regional superintendent. Conger Brown will head the Indianapolis office, assisted by J. Moreton Bayley. Harold E. Connolly and Gordon N. Carlson will be director and superintendent at Chicago, and James G. Shuttleworth and George G. McCarthy will hold similar posts at Detroit. The director at Milwaukee has not been named yet but the superintendent will be Ray W. Ruffner.

## Interstate Promotes Four

Interstate L. & A. has promoted Louis D. Wright, formerly manager of Cave Spring, Ga., to production manager of the ordinary department. Floyd D. Holland, manager at Memphis, and James W. Schenk of Chattanooga were named special representatives in the training division and Van B. O'Neill, manager at Birmingham, was named agency department training division representative.

## Minn. Mutual to Keep Scale

Minnesota Mutual will continue its current dividend scale for the dividend year beginning July 1. Interest on funds left with the company is 3% or the guaranteed rate if higher.



### MR. LOGSDON MEASURES OUR MAGAZINE.

"What is the subscription rate to R & R Magazine?" We answer that question hundreds of times a year. In reply we tell prospective subscribers, "two dollars covers a year's subscription"—and that we feel sure they will find each issue interesting, profitable reading. . . . And then along comes a letter which gives us a feeling of complete inadequacy in describing the value of our product . . . a letter such as this one which came in today's mail:

"I always look forward with pleasant anticipation to receiving my copy of the R & R Magazine.

"If my production is off, the articles tend to renew my confidence; if I have had a good month, I am reminded that I dare not let up in my effort. . . . Regarding my production, though, I always feel refreshed and a little prouder that I am a part of this great business after reading the various articles and suggestions. Cordially, Hiram L. Logsdon, Penn Mutual, Evansville, Indiana."

Someone may soon be telling us that our pride is showing, and we won't mind one bit if they do because —

WE ARE PROUD THAT OUR READERS CAN MEASURE THEIR PURCHASE IN TERMS OF COMPLETE SATISFACTION RATHER THAN AS JUST A RECOLLECTION OF HAVING MADE A PURCHASE.



PAUL SPEICHER

Managing Editor

THE INSURANCE RESEARCH & REVIEW SERVICE INDIANAPOLIS

## Retain Wis. Exemption

The Wisconsin assembly committee on taxation has recommended killing a bill repealing the present \$10,000 life insurance exemption from inheritance taxation.

A

Cliff McMillen

Concept

"Knowledge is proud that she knows so much.

Wisdom is humble that she knows so little."

—Anon.

I have often experienced a twinge of regret at knowing so little and it is my belief that the only person immune to these pangs is he whose self-assurance makes him believe that he knows everything—or at least something about everything. Fortunately for the progress of the world the self-confident know-alls are in the minority.

Clifford L. McMillen  
347 Madison Avenue  
New York 17, New York

No. 15 of a series — No. 14 appeared last week.

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## Seek Compromise on Mich. Fair Trade

LANSING—Efforts are reportedly afoot to compromise differences over the department-backed fair trade practices bill (House 471) which was reported favorably by the Michigan house insurance committee.

The measure, which represents a variation of the all-industry bill, is strongly supported by Michigan carriers, but has been opposed by out-of-state interests because of its divergence from the uniform law.

Chief unique provisions are that the commissioner shall notify any person or company suspected of unfair practices and accord a private hearing on the complaint; that the party accused of a violation of fair trade practices may ask for a conference to determine whether the practice complained of is common in the industry.

At a hearing before the House insurance committee Tuesday evening E. M. Griggs, National Board of Fire Underwriters, spoke in opposition to the features in the bill which make it diverge from the uniform measure. He contended that passage of the measure in its present form would invite federal regulation because it might lead to similar divergencies in other states. Those views were echoed in part by Eldon Wallingford, Life Insurance Assn. of America, and Norman Reynolds, Lansing attorney representing the same organization.

### Griggs Hits Excessive Power

Mr. Griggs said the bill would endow the commissioner with the power to "make rules having the effect of law" but he would be bound in making such rules by the recommendations offered at the trade conferences called to consider complaints of unfair practices. Mr. Wallingford said that if Michigan and other states determined separately what constituted unfair trade practices the industry operating on an interstate basis would find it simpler to operate under the federal trade commission.

William C. Searl, Auto-Owners, made a strong plea for the bill in its present form, saying that the uniform bill was framed entirely by outside companies, the same ones, he said, whose practices brought about the threat of federal regulation. He said his company was not invited to help frame any of the all-industry bills and he did not believe Michigan companies cared to have the form of regulation in this state dictated by outsiders. Earl Hotchin, Michigan Millers Mutual Fire, Lansing, and Ed Rockwell, Detroit Automobile Inter-Insurance Exchange, also strongly favored the bill, the latter declaring that Michigan does not want the product of "Wall street lawyers shoved down our throats."

Waldo O. Hildebrand, Michigan Assn. of Insurance Agents, said his membership favors the bill in its present form.

L. J. Carey, Michigan Mutual Liability, Detroit, said he was relatively neutral as to the form of the bill but wished to stress to the committee the need for passing an acceptable act to safeguard state regulation.

### Ia. Assn. Program

DES MOINES—The annual meeting of the Iowa Life Underwriters Assn. at Hotel Savary in Des Moines will start at 1:45 p. m. May 6 with its business session and election. A banquet will be held in the evening by the general agents and managers. Arwood Henderson, assistant superintendent of agencies Aetna Life, will speak.

Mr. Henderson will open the sales congress the following day. Other speakers will include Robert B. Hulsen, Moorman Manufacturing Co., Quincy, Ill.; Clifford H. Orr, president N.A.L.U., and S. O. Schmacher, Provident Mutual, Akron, O. There will be a luncheon May 7.

## D. J. Wellenkamp Leaves Washington National

Donald J. Wellenkamp, assistant secretary of Washington National, has resigned. He has had extensive life insurance experience, notably in publicity and advertising. Before going with Washington National he was with the former Illinois Life of Chicago.

## Iowa Bills Enacted

Among the insurance bills that were passed by the Iowa legislature, which has now adjourned, and are before the governor, is the unauthorized insurers process act. Another measure that passed permits the insurance department to examine companies every three years instead of every two years as in the past.

Iowa insurers will be able to deduct their debts from the value of preferred or guaranteed stocks they hold when computing the amount of moneys and credits tax, under another bill passed. The provisions are retroactive to 1947 tax assessments, payable in 1948. It was revealed during debate that this bill will save several Des Moines companies large amounts in taxes and would nullify several lawsuits pending in Polk county district court over the moneys and credits tax.

## R. A. Maier to Aetna Home Office Post

HARTFORD—Roe A. Maier, assistant general agent for Aetna Life at Detroit for seven years, has been elected assistant superintendent of agencies, effective June 1.

Since joining Aetna in 1923 he worked as an underwriter at the home office and as brokerage supervisor in New York City. He is a C.L.U. and attended the L.I.A.M.A. management school. He was instrumental in the organization of the New York City Life Supervisors Assn. and served as its president.

## Life Companies Lend \$50 Million

Standard Oil Company (Indiana) has borrowed \$50 million from the following insurance companies and others:

New York Life, Bankers Trust Co. as trustee, John Hancock, Sun Life of Canada, Aetna Life, Travelers, Penn Mutual, New England Mutual, Provident Mutual, Connecticut General Life, Continental General Life, J. P. Morgan & Co., Inc., as trustee and Reliance Life.

The notes are dated April 1, 1949, bear interest at the rate of 2.90% and mature

on April 1, 1979. The notes will be repaid in full in fifteen equal annual installments starting April 1, 1965.

Union Central Life has opened new offices in Clayton, Mo., with Sam Morris as general agent. Mr. Morris has covered the southern Illinois territory for the past three years from offices in Springfield.

## Brogan Talks to Attorneys

Harold Brogan, general agent at Lansing, Mich., of Ohio National Life, addressed Ingham County Bar Assn. on "Life Insurance as It Affects Your Clients." He emphasized the basic needs for life coverage and noted that building of insurance estates has become relatively more important in recent years due to the tax situation and other problems which have adversely affected estate building in other channels. Closer cooperation between attorneys and underwriters was urged as mutually advantageous.

Arthur F. Priebe, Penn Mutual, Rockford, Ill., and Mrs. Priebe have returned from a two weeks' trip to the Pacific Coast. Mr. Priebe addressed the southern California sales congress at Los Angeles and the San Diego sales congress.

# HOW FAR WILL IT GO?



The Discus? Quite a distance. But for the average man the important question is how far his life insurance will go in covering his total needs.

Prudential representatives use the new "Dollar Guide" to answer this question. To them, the answer means larger average-size policies and greater commissions. For the Dollar Guide helps prospects see clearly in black and white the dollar-and-cents future needs of their families.

This new sales tool is another example of The Prudential's interest in giving its representatives the best in modern equipment. Prudential representatives know that—

The "Dollar Guide" Is Today's Guide To Professional Selling!



## THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

a mutual life insurance company

HOME OFFICE, NEWARK, N. J.

WESTERN HOME OFFICE, LOS ANGELES, CALIF.

## Standard Oil Man for N. Y. TDB Law

(CONTINUED FROM PAGE 1)

of compulsion. The manner in which governmental compulsion is exercised is of first importance to the public, to employees, employers and to insurance.

Broadly speaking, he said, states can legislate wide TDB coverage in two ways. First the state may create a social security type of state fund for the payment of benefits which may be supported by a payroll tax on employees, employers, or both. The system may or may not allow employers and employees to become exempt from the state tax by substituting so-called private plan benefits. Rhode Island is the only state so far to adopt a monopolistic state fund. California and New Jersey also use the device of a social security type tax and state fund but allow exemptions from the state system through the approval of private plans. In each of these three states the TDB system is modeled closely after and is administered in conjunction with the state unemployment insurance system.

The second method of achieving compulsory wide spread coverage is through exercise of the state police power in the field of health and wel-

fare. Employers are required by law to furnish their employees with a certain minimum scale of benefits but are allowed wide latitude in the means chosen for providing such benefits. There is no state fund to pay benefits to employees. The philosophy behind this method resembles somewhat the workmen's compensation theory. Such legislation may provide that coverage may be given through insurance, self insurance or perhaps through agreement with a union or employee mutual benefit association which pays the benefits or it may in addition to these other methods of affording coverage, provide a competitive state fund. If the state fund is required to accept any application for insurance there is no need for risk assignment. New York has just adopted a law of this latter type, he observed.

Under the second method of compulsion an employer must take some action to select a vehicle for providing the required protection. Under a social security type system permitting contracting out, if the employer does nothing, the tax is automatically levied

and his workers are automatically eligible for state fund benefits.

He pointed out that in the first three months under the New Jersey law there were approved private plans covering better than 50% of subject employees. Despite this good record, he said, there is evidence that inertia on the part of employers has resulted in their having state fund coverage when full consideration of all the factors would demonstrate private plan coverage to be far more advantageous.

The speaker said that certain specific objectives have emerged which should be attained by any law dealing with the subject. These he enumerated as: Legislation should provide a maximum degree of flexibility; full recognition should be given to existing plans; neither the social security type of tax nor a state fund are necessary to provide large numbers of workers with this type of coverage; provision should be made for experience rating; strong arguments can be made for joint financing on the part of employer and employee; benefit formulas must be carefully drawn and provisions should be made for non-duplication of benefit payments; TDB laws and their administration should be separate from unemployment compensation programs.

### Much Flexibility in N. Y.

The New York law, he said, has in it a tremendous amount of flexibility. In providing the basic benefits, the employer may self insure, may purchase insurance from a private company or from a competitive state fund. An employer may qualify under the law by submitting for approval a plan which does not offer as much in cash benefits but which does offer the equivalent in other benefits. For example an employer may seek approval of a plan offering cash benefits of only \$15 per week for 13 weeks which also guarantees medical and surgical, and hospitalization benefits and perhaps some life insurance. If the administrator finds that the total benefits under such a "package" plan are at least as favorable as the cash disability benefits required by law, then the providing of such a plan can discharge the employer's responsibility.

Similarly an employer may be able to qualify a plan which might for instance pay full pay benefits for something less than 13 weeks. There is internal freedom in that employers can have any number of qualifying plans for different classes of employees so long as all employees are covered. Flexibility also is gained through the recognition given under the law to existing plans.

### No Social Security Type of Tax

The new law does not levy a social security type of tax. The state fund will operate in the same manner as an insurer, charging premiums calculated to cover the cost of the risks. However, the state fund is obligated to accept any application. New York's 2% premium tax is extended to the opera-

tions of the state fund. This is the first time, he said, that such a device has been employed partially to equalize the competitive situation as between a state fund and private insurers.

In New York experience rating is automatic both as to all employers and as to those individual employers insuring groups large enough for application of the principle. The state fund also will employ experience rating. He pointed out that costs are jointly financed, up to the first 30c per week being assessed against the employee.

### Relation to Earnings

The New York law relates weekly benefit amounts more closely to recent earnings than does any other law of this type. Benefits are fixed at 50% of the average weekly wage earned in the most recent eight weeks preceding the disability with a maximum of \$26 and a minimum of \$10. There are provisions for non-duplication of benefits and for non-payment of benefits if the disability has not caused a loss of income. Generally speaking, an employee who would be disqualified from receiving unemployment insurance benefits would be disqualified from receiving temporary disability benefits.

The New York unemployment insurance law gives an extreme example of odd results which are produced if the base period concept is used in testing eligibility for benefits and in determining benefit amount. In New York an individual can work for as long as 17 months before becoming eligible for unemployment insurance benefits. This undesirable feature is avoided in respect to temporary disability benefits since the new law sets up a separate earnings eligibility test for the sick unemployed who would otherwise qualify for benefits. The result is to give much earlier coverage during unemployment to most of those newly entering the labor market. This illustrates why temporary disability benefit procedures and practices should be separated as much as possible from the unemployment compensation program.

### Follows Sound A. & H. Practice

In many features the New York law follows sound practice in the A. & H. field. A claimant must be under a physician's care, periodic medical examinations by a representative of the insurer or employer may be required. There is a seven-day waiting period subject to an exception in the case of recurrent disabilities from the same cause. These are a few of the provisions derived from experience with voluntary plans over the years.

Administration is lodged with workmen's compensation board, which has had long experience with a disability program involving self-insurers and private insurance companies. The board should thus be well equipped to administer a program which leans heavily upon private enterprise for its successful conduct.

# Has a better spread...



## RESERVE LOAN LIFE POLICIES DO, TOO!

It's the variety, the completeness of Reserve Loan Life's full line of insurance coverage that makes the salesman's job easier, more profitable.

Whatever his prospect wants in the way of popular, practical or special life policies, there's a Reserve Loan Life plan to fit that need. Whatever type policy in the A&H field is needed, Reserve Loan has that policy, with advantages that will meet and outsell competition.

Not only is the salesman's field wider, but his earnings are bigger, for Reserve Loan gives top commissions. You sell more — you make more, and you are backed up with every assistance and cooperation from the home office.

## RESERVE LOAN LIFE

*Insurance Company of Texas*

A REGISTERED POLICY COMPANY

ESTABLISHED 1897

DALLAS, TEXAS

LIFE, ACCIDENT, HEALTH AND HOSPITALIZATION FOR THE INDIVIDUAL, FAMILY OR GROUP

## Division Group Manager

Wanted to head up established Group Sales staff in New York Division of leading mutual casualty company. Only exceptional men having successful record with a Group-writing life company will be considered for this unusual opportunity. Prefer man between 30 and 40 years old now working in New York City who has had T.D.B. experience. Salary plus bonus. Personal interviews locally will be given candidates whose resumes evidence sufficient qualifications for this sales management position.

Reply in confidence to Box U-1, c/o National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

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# OBSERVATIONS

## What Kind of "District" Agency?

Among companies writing both industrial and ordinary insurance the term "district" agency is coming into increasing use as a substitute for "industrial" agency. Since these district agencies sell ordinary and perhaps group as well as industrial, doubtless the term "district" agency is more descriptive than "industrial," which would indicate that the agency sells only industrial.

However, the "district" designation is sometimes confusing to insurance readers who are not always entirely familiar with the type of operations of all the companies they read about. Many companies which write no industrial have long had district agencies and have used that designation to identify them and to distinguish them from general agencies or branch offices.

To readers who may be confused as to just what sort of agency is meant when they read about a "district agency" probably the best suggestion is to assume that it is an industrial office, as distinguished from a strictly ordinary agency, if the company in question writes any industrial business. There is need for a term that will give some indication of which kind of district agency is meant but until one is invented and comes into general use a certain percentage of readers will just have to go on being baffled.

## Okay, Get Out and Fight—Please

The traditionally fine line between sanity and insanity has got nothing on the delicate tightrope which an agency manager must tread in prodding his agents into action without being accounted an ogre. This was brought forcibly to attention the other day by the experience of one young agency manager. In coachy fashion he told his agents to get out and fight and advised them not to show up at his office again until they had made a sale. He permitted them to call in and tell of their progress from time to time, but they were not to set foot across the hallowed threshold. A considerable length of time elapsed before two of these men even called in and when they did so they were calling from another agency where they had started to work.

## Jumbo Groups Roseated Totals

The roseate picture of group life sales during March reflected in the L.I.A.M.A. figures as an increase of 92% over March a year ago does not bring the joy to the hearts of group men that outsiders might expect. This March there were two jumbo cases which pushed up the totals. Actually, the bread and butter run of group business was probably down this March as compared to a year ago. For most companies the number of groups sold during March was consid-

erably lower than in March, 1948. This is the significant fact to all but the handful of people who had something to do with the giant cases.

## Delivers the Goods in the Rear

Most of the companies prefer, if not insist, that group producers and company men make their sales approaches through front offices, but one representative of a rather less orthodox company has been making considerable progress while violating the Marquis of Queensbury rules. He goes first to the back door of an enterprise, talks to the union steward, gets to know the union officers, attends union meetings and frequently sells the workers on his company's plan.

This having been accomplished, he goes around to the front door wearing a better suit and tries to win management over to his way of thinking. He does not tell either party that he has also dealt with the opposite number and has scored some remarkable successes as a labor mediator and a salesman.

## UOPWA Offers Deal

United Office & Professional Workers of America, CIO, has called Prudential to institute at once a paid vacation system for its 14,500 industrial insurance agents. The union offered to waive its right to file unfair labor practices if the company makes this change in working conditions while an NLRB representation election is pending.

The UOPWA news release fails to indicate that debit men with a year or more of service get a paid vacation of two weeks under present arrangements. Hence the demand could affect only a small minority of Prudential debit agents.

## Jumbo Fla. Tax Proposed

A 4% premium tax, double the present levy, and a \$1,000 annual license fee for companies, compared with the present \$200 fee, has been introduced in the Florida legislature and has the backing of Gov. Warren.

People's Protective Life, Jackson, Tenn., has begun the operation of a radio station WPLI, with a frequency of 1490. A full 7-day-a-week schedule is planned.

Thirty-three agents of Life of Georgia attended the home office session of the chairman's round table. The round table is composed of three leading agents in each of the 11 states in which the company operates. The trip to Atlanta was arranged in recognition of outstanding service during the first quarter of this year.

## Zimmerman Speaks at Dartmouth

Charles J. Zimmerman, associate managing director of L.I.A.M.A., gave a three-day course of lectures on life insurance at Dartmouth's Amos Tuck School of Business Administration, and questioned graduate students on their knowledge of the field and their attitudes toward the institution of life insurance.



C. J. Zimmerman

There is a great opportunity for life insurance in the colleges through additional courses in the subject, Mr. Zimmerman believes.

"In my opinion, this is the most significant contribution which the various associations can make to establishing sound public relations for the institution of life insurance among the future leaders of the country," Mr. Zimmerman stated on his return from Dartmouth. "There is no question about the fact that the attitude toward life insurance

and the life insurance career among graduate and undergraduate students is improving. This represents a challenge to the business to do a job with those men who decide upon an insurance career."

Mr. Zimmerman's concluding lecture dealt with career opportunities. In addition, he told the students about the institutional associations and recent developments to put sales, selection and training on a scientific basis.

Students were queried on "attitudes;" how they feel about the life insurance business and how it rates with other businesses; what they think about vital questions of social and personal security; their ideas about life insurance salesmen. The information part of the questionnaire covers general knowledge about types of policies, services which life companies offer and other functional phases of life insurance. This is the second year Mr. Zimmerman has lectured at the school. His outlines for the course will form the basis for a speakers bureau, now under consideration by the relations with universities committee of L.I.A.M.A.

A statewide survey of attitudes of Massachusetts people toward life insurance has been made by Savings Bank Life Insurance Council and the results published in a booklet.

## top 20

Measured in terms of the amount of protection in force on its policyholders, Occidental Life now ranks in the leading 20 among more than 575 legal reserve life insurance companies now doing business in the United States.

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INSURANCE COMPANY  
of California

V. H. JENKINS, Senior Vice President

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**LIFE INSURANCE** *Company*

BOSTON, MASSACHUSETTS

### Family Hospitalization

Columbian National offers a very liberal coverage at a price most families can afford.

BUILT ON INTEGRITY — GROWING ON SERVICE

## EDITORIAL COMMENT

### "Business Week" Touts S.B.L.I.

"... But savings bank insurance didn't turn out to be the nemesis of regular life insurance, and the two groups have since learned how to get along together," it says here, meaning the April 2 issue of "Business Week." Such naive statements in an article entitled "Bank Insurance Grows" have caused wry amusement among some life insurance men. But mostly the reaction to the article has been a feeling of outrage at the job of touting which Associate Editor J. P. Chamberlain of "Business Week" has done for S.B.L.I. Much is said about S.B.L.I.'s lower cost, earlier cash values, and lower mortality but nothing is said about the fact that S.B.L.I. policyholder forfeits the agent's valuable service and advice—unless of course the policyholder has the crust to expect the agent to program his S.B.L.I. policies along with his regular insurance on which he paid a commission.

The Savings Bank Life Insurance Council has obtained reprints of the "Business Week" article and is sending them out as promotional literature. The covering letter states that the article is "a very fair presentation of the subject." This characterization of the article is significant when it is considered that it states that in Massachusetts only 2% of those in the unskilled labor class are insured in the savings system while 12% of those in the executive

and professional class have this insurance and 11% of small business men and salesmen have it. The big, overshadowing reason for the existence of S.B.L.I. was supposed to be that it would provide cheaper insurance for the poor people than they could get from the industrial companies but the article indicates how far S.B.L.I. has strayed from its goal.

Considering the extent to which unskilled laborers outnumber members of the executive and professional classes and small business men and salesmen, the 98% of unskilled laborers who are not covered by S.B.L.I. constitute a mockery of its original purpose. Moreover, the article lists several reasons why banks like to sell life insurance but helping poor people to get cheap insurance isn't one of them.

Yet the letter the Savings Bank Life Insurance Council sent out with the reprint obviously considers the article a fine advertisement for S.B.L.I. So it is—but it and the letter advertise even better how completely the S.B.L.I. people have forgotten the reasons why S.B.L.I. was put across in the first place. In fact the only people who remember these discredited arguments are the anti-life-company do-gooders who want to use them in trying to promote savings bank life insurance in states that are still free of this parasite on the regular life business.

### Eradicating the Handkerchief

Senator Humphrey of Minnesota, one of the authors of the new Truman health insurance bill, during a press conference was asked about the cost of the program. "I am not going to be badgered into saying this is an expensive program," he was quoted as replying. "It is the greatest economy program this nation has ever known. Why, colds alone cost this country \$2 billion a year."

We have heard over and over again for years that the greatest man in his-

tory would be he who is able to conquer the common cold. Senator Humphrey appears to be the man of the ages. The Thomas-Murray-Wagner-Pepper-Chavez Taylor - McGrath - Humphrey - Dingell - Biemiller bill is the answer. The ultimate in magic has been attained by social legislation. We must not let ourselves be betrayed at this magnificent hour by the handkerchief trust or those malevolent enemies of the people—the makers of disposable tissue.

### The Working Executive

Executives are people and differ one from another as much as any other class of beings, but one thing that seems to be characteristic of the working executive is his willingness to absorb punishment. He will put up with more than a clerk, a stenographer or a department head. He takes a brief case full of stuff home for the weekend,

when it is necessary. The fellow down the line will do almost anything to avoid so unpleasant a task. If it is necessary to fire somebody, he will do it. He takes no pleasure in it, but he recognizes the necessity of getting unpleasant jobs done.

He should be distinguished from the non-working executive, the official who

hides behind his prerogatives and sits on his privileges. It is not about him that we are talking.

We like to do business with the working executive. He cuts quickly to the core of things because he has so much to do he can't waste time on non-essentials. Yet for the most part he is agreeable enough in social interchange. He has developed over the years a lot of patience. He makes sense because he has to; he has to come up with the

right answer—he can't stall, nor double-talk, nor by-pass. He carries the responsibility; he gets results.

But perhaps his key characteristic is his ability to "take it," to listen to other people's problems and help work them out, to find ways to get things done, to be adroit, friendly, patient, ingenious—to work harder and take over more unpleasantness than anybody else in the organization and still come up smiling.

## PERSONAL SIDE OF THE BUSINESS

Ambassador Lewis W. Douglas's injured left eye continues to show improvement, according to the American embassy at London. His eye was pierced by a fish-hook while he was on an angling expedition April 4. He is now able to sit up in bed for about two hours a day. While the outlook is favorable, it appears that another operation will be necessary. Mr. Douglas is chairman of Mutual Life and is on leave of absence, without compensation, while in the diplomatic service.

Joseph Dennis, vice-president and director of agencies of Continental Assurance, has been in the hospital following an attack of appendicitis. He was scheduled to leave this week, his doctor having decided an operation was not necessary.

Thomas P. Williams, Jr., Aetna Life, Little Rock, with the Campbell & Vineyard agency, has been elected president of the Little Rock Y's Men's Club.

Walter J. Brennan, newly appointed general agent for Provident Mutual in Brooklyn, was presented a pen and pencil set at a dinner given in his honor by members of the New York City Life Supervisors Assn. Mr. Brennan was formerly supervisor of the company's Clancy D. Connell agency in New York City.

Republican candidate for Congress in New York City's 20th district is William H. McIntyre, a claim supervisor for Metropolitan Life. His opponents for the seat, which became vacant on the death of Rep. Sol Blum, are Municipal Court Justice Benjamin Shalleck, Democrat, and Franklin D. Roosevelt, Jr., Liberal. The election takes place May 20.

R. D. Peterson, manager of New York Life at Springfield, Mass., was honored on his 25th anniversary with the company by 25 agents. Harry Hicks, superintendent of agencies of the central division, was the principal speaker.

Harold J. Cummings, president of Minnesota Mutual Life, was the principal speaker at the testimonial dinner given to mark the 100th anniversary of St. Paul "Pioneer Press."

Vic Sabatini, general agent at Springfield, Ill., for Central Life of Illinois, was chairman of a committee which raised funds to build a south side community center in Springfield. Mr. Sabatini heads the civic affairs committee of the junior chamber of commerce.

Frank E. Crawford of the home office agency recently completed 50 years of service with Union Central. He was congratulated by President W. Howard

Cox. Mr. Crawford started with the Washington Courthouse, O., agency, later serving in Springfield, O., before going to the home office agency. Mr. Cox, who was also an agent in the home office agency, is the fifth Union Central president under whom Mr. Crawford has served.

## DEATHS

W. W. Olney, 49, formerly with the industrial department of Central Life of Illinois at Columbus, O., died of a heart ailment in a hospital there.

Howard Heininger, assistant manager of the Alton district of Metropolitan Life in charge of the Jerseyville, Ill., office, was found shot to death in a field near Carrollton, Ill. His billfold was missing. His wife told the county sheriff that Mr. Heininger was in the habit of picking up hitch-hikers and that he had no known enemies.

David Straus, 63, who retired as manager of the special service department of Prudential a year ago, died at his home in Newark.

Frank K. Jennings, 66, retired manager of the investigation department of Prudential, died at his home in East Orange.

### Slate Del. Congress May 5

The sales congress of Delaware Assn. of Life Underwriters will be held May 5 at Hotel Rodney, Wilmington. The one-day event will include a luncheon meeting and afternoon speaking sessions. The speakers will be C. B. Matheny, Fidelity Mutual Life, Pittsburgh, on "The Magic of Life Insurance;" Willard G. Rouse, Jr., manager of Equitable Society, Baltimore, on "Work Habits and Time Control;" and L. M. Jacobs, assistant supervisor of agencies of Home Beneficial Life, Richmond, on "The Human Side of Life Insurance."

### Morgan Arkansas Deputy

Commissioner Graves of Arkansas has appointed Whit Morgan, Little Rock, to succeed the late J. W. Hatley as assistant commissioner.

Tax collections on 1948 premiums totaled \$1,700,000 as against \$1,400,000 on 1947 business. They are 2% on fire and casualty and 2½% on life premiums.

Jefferson National Life is now in its new home office, 241 North Pennsylvania street, Indianapolis 4.

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## College Grads Do Better: LIAMA

College graduates have a record of success as life insurance agents which is superior to the record of those who did not complete a college education, according to the latest research report published by L.I.A.M.A.

It refutes the belief long held that college men are not desirable recruits. The report studies the survival and production of men recruited in the first half of 1947 by 24 companies operating in the United States and 12 companies operating in Canada. Only ordinary agents with previous life insurance selling experience are considered.

Dr. S. Rains Wallace, L.I.A.M.A. director of research, has pointed out that, in this report, in order to correct for company differences, a "successful" agent has been defined as one who survives for at least 12 months and has an average production above the median of the inexperienced 12-month survivors in his own company.

### Commissions vs. Financing

In the relation of financing to performance, it was found that men on commissions only have a higher survival rate than those financed by advance or salary in all income-requirement groups except the lowest (monthly income required less than \$176). On the other hand, agents on commissions have a lower proportion of "success" than those who are financed.

It was again shown that very young men have low survival and "success." Men above 45 have a high survival rate but poor production. Women, too, have a good survival rate, but their production is also low.

Married men and those with dependents proved to have better records in comparison to single men or those with no dependents. Men whose wives are working or who have an independent income of more than \$500 per year have a relatively low "success" rate.

Those recruits whose monthly income requirement is less than \$176 per month have a very low chance of subsequent "success."

The New York League of Life Insurance Women's May 3 meeting will hear Solomon Huber, general agent for Mutual Benefit Life, New York City.

## Supervisors of Mutual Benefit to Meet at Chicago

Mutual Benefit will hold a supervisors' conference at Edgewater Beach Hotel, Chicago, May 2-13. First of its kind in the company, the conference will be attended by 12 selected supervisors from all parts of the country. It will inaugurate a policy similar to semi-annual meetings. The meeting will consist of hourly sessions of lecture and discussion on subjects in management which the supervisor deals with in unit building. Besides Laurance W. McDougall, director of management training, there will be four other home office representatives serving as instructors: Robert W. Wilkinson, regional superintendent of agencies; Truman M. Huffman, assistant to director of management training; Chauncey A. Brown, assistant to director of agency finance and August L. Hansch, assistant to director of sales services.

On hand for the last two days of the program will be H. Bruce Palmer, vice-president in charge of agencies and Richard E. Pille, director of agencies. Mr. Palmer will conduct a round table discussion on the problem of the supervisor and Mr. Pille will talk on self-organization and time control.

### Postal L. & C. Promotes J. F. Doyle, I. D. Holland

James F. Doyle, vice-president in charge of advertising and sales promotion work for Postal Life & Casualty of Kansas City, has been named vice-president and director of agency. Before joining the company in 1946, Mr. Doyle had had many years of experience in sales and sales management for Union Carbide & Carbon Corp.

Ivan D. Holland, assistant superintendent of agents becomes superintendent of agents. He started in insurance with American National Assurance of St. Louis in 1928 and from there he went to Lincoln Liberty of Nebraska. Following his discharge from the navy he joined Postal Life & Casualty.

### Hearing on Wis. Licensing Bill

A hearing on the proposed agents' qualification bill at Madison, Wis., brought out strong support from companies and agents, the only opposition coming from State Farm and from the Wisconsin Farm Bureau Federation.

# Life Insurance Blooms In The Spring . . .

Spring and Life Insurance have a lot in common. In the Spring, Nature displays her prettiest bloomers, a lesson in rejuvenation, a reminder of the cycle of life. After the cold, grey days of Winter, Spring's balmy weather brings a release from indoors, and folks are glad.

Life Insurance goes Spring one better. It, too, makes flowers bloom, and, for a lot of people, the year round. It is hope in all seasons. It is the means of release from care and worry and fear and dependence. It is built scientifically to fit the cycle of life. For millions of people, it is Spring the year round.

The  
**NATIONAL LIFE AND ACCIDENT Insurance Company, Inc.**



**Just a Minute, Please!**

If you would *Stand Out from the Crowd* take the advice of **JIM HILL**, the pioneer railroad builder who said:

"The shortest and surest way to success is to join a successful enterprise in the early stages of its development."

American Reserve Life is such an enterprise—sound, successful; yet with plenty of room for you to grow.

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RAYMOND F. Low, President

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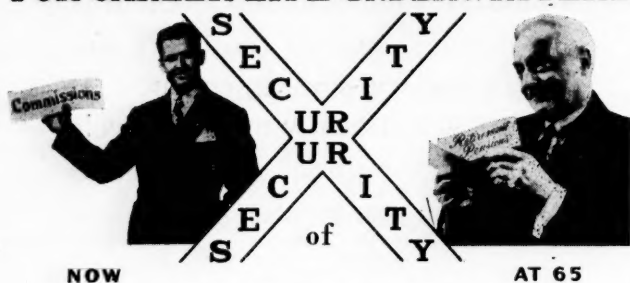
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Vice-President & Agency Director

## AMONG COMPANY MEN

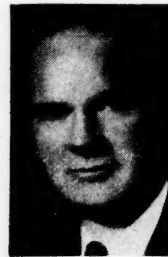
### Rydgren Chairman, Benner President of Cont'l American

Continental American has elected President A. A. Rydgren as chairman. Vice-president Claude L. Benner becomes president.

Edwin C. E. Lord, Jr., becomes vice-president in charge of investments and



A. A. Rydgren



C. L. Benner

George B. DuBois assistant comptroller. Under the new organizational structure the chairman will be primarily responsible for the determination of company policy and the president will be the chief executive responsible for all of the operations of the company.

President Benner joined the company in 1928 as economist. He was elected vice-president, director and member of the executive committee in 1930 and was elected chairman of the finance committee when it was organized in 1932.

#### Managed Mortgage Loan Dept.

Vice-president Lord has been with the company since 1933 except for war service, and has ever since assisted Mr. Benner in investment operations, during the last three years as manager of the mortgage loan department. He graduated from the Harvard school of business administration.

An alumnus of University of Pennsylvania's Wharton school, Mr. DuBois joined the company in 1929. All his experience has been in the comptroller's department.

Robert S. Morgan continues also to be assistant comptroller.

Assistant Treasurer Lee H. Nichols, Jr., has, in addition to his duties in the treasurer's department, been also assigned to assist Vice-president Lord in investment operations, particularly those relating to mortgage loans.

### B.M.A. Advances 6 at Home Office

Business Men's Assurance has promoted D. H. Armstrong and C. M. Barricklow to assistants to vice-president J. W. Saylor.

Mr. Armstrong started with the company in San Francisco. In 1931 he transferred to the home office. He has been sales secretary.

Mr. Barricklow joined the company as an agent. He served as district supervisor during his last four years in the field before becoming sales assistant at the home office a year ago.

Bernard Johnson, who becomes sales secretary, has been in the sales department most of the time that he has been with the company. For the past year he has served as sales assistant.

C. A. Nelson and John Hoocevar become assistants to H. C. Pogue, group manager.

Lester Foreman has been advanced from assistant supervisor to associate supervisor of farm loans.

Louis C. Halley has been appointed assistant educational director in the home office of Security L. & A.

### Wyatt Takes Over Hancock Group Dept.

Group insurance operations of John Hancock have been placed under the

direction of Vice-president Clarence W. Wyatt. These include the group underwriting, the group sales and service, and the group life and casualty administration departments.

Mr. Wyatt has been in charge of sales and service of the group department since 1944. He has spent his entire business career with the Hancock, starting as an agent at Boston and serving as general agent for five years before going to the home office. He is past president of the Boston Life Underwriters Assn. and the Massachusetts association and has served as a trustee of the National association.

Second Vice-president Edward A. Green heads the group underwriting department. He has been in charge of group underwriting and research since he joined the Hancock a year ago. He was formerly associate actuary of State Mutual.

Philip H. Peters, director of sales and service, is in charge of the group sales and service department. He has been with the Hancock group department since 1938 except for naval service.

### Harwood Succeeds Archer with Southwestern Life

Lofin E. Harwood has been appointed director of public relations of Southwestern Life. He succeeds the late R. William Archer.

Mr. Harwood is an alumnus of University of Texas, where he majored in journalism, later working on the Austin "American Statesman," Brownsville "Herald" and Laredo "Times." Entering public relations in the 1930s, for several years he was director of public relations for the social security administration in Texas, Louisiana, and New Mexico. Later he became executive assistant to the regional director.

After being discharged as a naval lieutenant commander he served as business manager of the Austin "Press." He joined Southwestern Life March 1 as assistant to Mr. Archer.

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- GROUP • FRANCHISE
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**REPUBLIC NATIONAL  
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COMPANY**

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DALLAS, TEXAS.



## NEWS OF LIFE ASSOCIATIONS

### List Speakers for Detroit Congress

The Detroit sales congress May 13 at the Book-Cadillac hotel will have as speakers W. R. Jenkins, vice-president Northwestern National, on "The Essence of Salesmanship"; Bert C. Nelson, Northwestern Mutual, Milwaukee, "Sales Problems and Solutions"; Ralph L. Lee, public relations department of General Motors, "Man to Man"; Glenn Drake, director of schols for personality development, Chicago, "Personality in Salesmanship."

There will be a panel on sales information led by Rudolf Leitman, New York Life, Detroit.

Joseph V. Buck, Bankers Life of Iowa, and Staff Hudson, Northwestern National, are chairman and co-chairman respectively of the congress.

### Civil Servants Scored for Self-Interest

Frank H. Devitt, president of Denver Life Underwriters Assn., scored civil servants who place self-interest first and insurance second, at the Colorado sales congress at Denver. He said, "This statement is on the record; the Colorado life underwriters qualification law was defeated because the state insurance commissioner concluded administration of the law would be 'too much work.'" Commenting on the opposition to the proposed bill, which was blocked by Commissioner Kavanaugh on the grounds that it would add work to his office, Mr. Devitt said that with more than 3,000 people licensed to write life insurance in Colorado, "it is pretty evident that all of them are not full-time professionally responsible and competent underwriters."

Frank L. McFarlane, Northwestern Mutual, Cleveland, developed the theme of professional responsibility in an era of specialization. Also participating in the forum were Lester O. Schriver, Aetna Life, Peoria; John S. Ray, assistant superintendent of agencies of Metropolitan Life, and William Davidson, associate agency manager of Equitable Society, Chicago. William B. Rodger, Union Central, Pueblo, head of the Colorado association, presided and George P. Williams, Union Central, Denver, was general chairman.

### Minn. State Sales Congress Set for St. Paul May 6

ST. PAUL—Chief speakers at the sales congress of Minnesota Assn. of Life Underwriters here May 6 will be Clifford H. Orr, president of N.A.L.U.; Dwight H. Teas, Aetna Life, Wisconsin Rapids, president Central Wisconsin association; John O. Todd, general agent of Northwestern Mutual, Chicago, and Chester O. Fischer, vice-president of Massachusetts Mutual Life.

At the luncheon, in connection with Minnesota's centennial being observed this year, an address on Minnesota history will be given by Dr. Theodore C. Blegen, dean of the graduate school of University of Minnesota.

Roger B. Wheeler of Bankers Life is general chairman of the congress and will preside at the morning session. L. V. Asbury, Aetna Life, St. Paul, president of the state association will preside at the luncheon, and Donald L. Barnes, Duluth, vice-president of the association in the afternoon.

### Callow Tenn. President

Lewis C. Callow, General American, Memphis, was elected president of Tennessee Assn. of Life Underwriters at the annual meeting at Chattanooga, held when the 1949 traveling sales congress, sponsored by the state association, reached that city. E. Lee Smith is retiring president.

### Clark, Larson Talk at Balt.-Wash. Meet

BALTIMORE—Paul F. Clark, president and chairman of John Hancock, told the Baltimore-Washington sales congress not to let the new market created by the social security program eclipse a sense of loss of the old market nor to overlook the possibility of the loss of the new market if present recommendations for increases in social security are enacted. Should the proposed legislation pass, the policyholders in the \$1,800 bracket and the employers with group insurance and pensions plans would be affected greatly, he noted. Citing the example of the British Labor party's intention to nationalize life insurance with 12 of the largest life companies on the list in the new drive for public ownership, Mr. Clark declared that if this pattern is followed in the U.S., one need not be clairvoyant to see the British experience a pattern which might be followed in this country.

J. Edwin Larson, Florida commissioner and president of the N.A.I.C., discussing the future of life insurance noted the recent conference between a special committee of the group and members of the F.T.C. and staff as one of the most constructive steps looking toward proper state regulation of insurance. Actions of the federal government that will be watched by the business include expansion of the social security program and the proposed health insurance bill.

Karl H. Kreder, assistant vice-president of Metropolitan Life, spoke on "The Past Is But a Prologue," using illustrated slides to compare past and present methods of selling life insurance. Richard E. Pille, director of agencies of Mutual Benefit Life, spoke on "Values of an Idea," discussing how standard sales talks applied with various personal ideals have made many successful producers. John W. Boynton, general agent of Massachusetts Mutual, Baltimore, was the general chairman.

### Ohio Annual Meeting, Sales Congress May 6-7 at Toledo

Ohio Assn. of Life Underwriters will hold its annual meeting and sales congress at Toledo May 6-7. The afternoon and evening of May 5, the Toledo association will hold an area management conference at which the speakers will be Bill A. Schauer, Penn Mutual, Detroit, on "Recruiting Processes," and Fred G. Holderman, Jr., the Equitable Society, Peoria, Ill. Dinner speaker will be B. N. Woodson, executive vice-president of Commonwealth Life.

Main session speakers will be David Flugelman, Northwestern Mutual, New York; Stanley F. Coates, Aetna Life, Muskegon, Mich.; Hugh McTeague, Metropolitan Life, Columbus; Ralph G. Engelsman, Penn Mutual, New York, and William P. Lynch, director of field training of Prudential. Grove Patterson, editor-in-chief of the Toledo "Blade," will speak at the fellowship luncheon May 7.

In connection with the convention a number of company dinners will be held and there will be a style show for visiting women. There also will be a number of breakfasts for special groups and the president's ball and reception. C. E. Spencer of Penn Mutual, is convention chairman.

### Butler Houston Speaker

Speaking to Houston Assn. of Life Underwriters, George B. Butler, Texas life commissioner, referred to the group insurance law in Texas. The Texas law, he stated, was written by President C. F. O'Donnell of Southwestern Life, now deceased, with the welfare of the personal producer in mind. It has brought the department into controversies with

companies which wish to write group life insurance under trustee agreements, but no case has yet been taken to the courts by any company.

He stressed the need for a recodification of Texas insurance law, calling attention to the fact that it was in 1909 that the laws were last codified.

Quincy, Ill.—A nominating committee consisting of Nate Mack, Equitable Society, chairman; Howard H. Lewis, Prudential; Eddie W. Meyers, Metropolitan and L. F. Wellman, Provident L. & A., will present a slate of officers for election at the May meeting. Robert B.

Hulsen, of the Moorman Manufacturing Co., said that the merchandisers of today and tomorrow are not high pressure artists, but men who can get along with people.

Butler, Pa.—Jack E. Rawles, director of training of Reliance Life, is addressing a noon meeting May 5 on "A New Slant on Prospecting."

San Antonio—J. A. Otlet, agent of National Life & Accident, a native of Paris, France, a graduate of University of Paris in psychology and a member of the underground during the German occupation of France, told of his sales experiences. When he went to San Antonio and entered life insurance he had no acquaint-



## "I Can Now Attract High Caliber Men"

—BERNARD BERGEN,  
General Agent, Brooklyn, N. Y.

A new contract offering lifetime, stabilized earnings with a living standard pension is enabling Mutual Trust Life general agents to recruit high caliber men who seek immediate earnings plus lifetime security. Mutual Trust's general agent's contract provides a definite reward for production from such men . . . as well as definite payment for the successful performance of each of his other main duties.

A few general agency  
openings available.

"Nothing Better in Life Insurance"

## MUTUAL TRUST

LIFE INSURANCE COMPANY

"As Faithful as Old Faithful"

Home Office: 135 South La Salle Street Chicago 3, Illinois

A 44 Year Old . . . Low Net Cost Company . . . With Over \$350 Million in Force . . . and Over \$100 Million in Assets

## LIMITLESS OPPORTUNITY

An Agency conscious company, with a rate book full of complete coverage including non-medical juvenile contracts from birth, provides a most satisfactory working agreement for available field men. Once a Scranton man always one—Ask any Scranton Life Field Man Why.

GENERAL AGENCY TERRITORY AVAILABLE IN PENNSYLVANIA AND MARYLAND.

## SCRANTON LIFE INSURANCE CO.

SCRANTON, PA.

ROBERT MERRIMAN, President

ances, and in France he had never heard of life insurance. He began by calling on every one listed in the collection book, with the thought they might buy more insurance, calling at night on those who were difficult to reach during the day.

**Austin, Tex.**—C. A. Palmer, contact representative of veterans administration, outlined benefits available to dependents of deceased veterans and to living veterans. President Dexter Dickson appointed a committee to arrange for the L. U. T. C. course.

**Indianapolis**—Herman R. Casdorff, manager of Metropolitan Life, Indianapolis, spoke at a luncheon meeting on "Social Security and Life Insurance."

**Boston**—John J. Sutton, Guardian Life, Syracuse, will speak May 5 on "Prospecting for Production."

**Joliet**—Dale A. Simpkins, New York Life manager, Chicago, characterized painting pictures with words as the most effective way to sell life insurance. To paint these pictures it is necessary for

the agent to resell himself on his business periodically in order to be aware of the fact at all times that he is in the greatest business in the world, he said.

**Atlanta**—Alvin T. Haley of Greensboro, general agent of Massachusetts Mutual Life for North Carolina, addressed a luncheon meeting.

**Rock Hill, S. C.**—York County association has elected new officers: President, J. E. Ogburn; vice-president, T. J. Troublefield; secretary, S. L. Rhodes; national committeeman, W. D. Willis.

**Oklahoma City**—Stanley E. Martin, Dallas general agent of State Mutual Life, said that when a man works and saves a surplus, he wants to put it into property—the best he can find—and that life insurance is the only one "best," bringing the greatest returns at a time when they are needed most.

**Salt Lake City**—Lester O. Schriver, Aetna Life, Peoria, Ill., former president of N.A.L.U., spoke on problems of the future and how to meet them.

Today, he said, no boundary is farther than one and a half days away. The result is neighborhood without brotherhood. Service is what is needed, and there is no better way of rendering it than through the power and agency of life insurance.

**Utica, N. Y.**—Alvin E. Hanson, vice-president in charge of agencies of Farmers & Traders Life, spoke at the April meeting.

**Kingstree, S. C.**—The newly organized association received its charter from Ed Jones, state association vice-president.

W. H. Hodges, New York Life, is president; J. M. Edwards, Capitol Life & Health, vice-president; R. B. Wilson, Liberty Life, secretary; C. M. Ellis, Life

two were on the list of leaders among new men, even though five are still completing their initial training. Jack D. Gariunkel is a member of the "national associates" Mutual Benefit's top 25 earners in first year commissions.

## Ellis Agency Wins Award

The E. A. Ellis agency, Los Angeles, has been named the leader of field organizations of Pacific Mutual in agency building for 1948. For the second year the agency has won the John Henry Russell Award given by the company for outstanding agency building. The first was in 1946.

## Plan Rasmussen Conference

The Harry O. Rasmussen agency of Penn Mutual Life at Newark will hold a two-day sales conference at Shawnee-on-the-Delaware, Pa., May 20-21. About 22 members of the agency will attend.

## Miss Stone at Atlanta

Miss Mildred E. Stone, director of policyowner service of Mutual Benefit Life, conferred at Atlanta with agents and office force. She was guest of Atlanta women cashiers at a luncheon and speaker at a meeting of the women's chamber of commerce.

# POLICIES

## Cont'l American Riders

Continental American is now issuing family income riders, in addition to its regular family income policies. These riders provide \$10 or \$20 per \$1,000 basis amount from death to end of family income period, at which time the basic amount is payable. Annual premiums, payable for the entire family income period, are:

Age	\$10 Mo. per \$1,000			\$20 Mo. per \$1,000		
	Year	Year	Year	Year	Year	Year
20	\$3.54	\$2.67	\$1.91	\$7.79	\$5.87	\$4.20
25	3.98	2.94	2.07	8.76	6.47	4.55
30	4.85	3.48	2.39	10.67	7.66	5.26
35	6.36	4.45	2.96	13.99	9.79	6.51
40	8.87	6.07	3.92	19.51	13.35	8.62
45	12.92	8.69	5.46	28.42	19.12	12.01
50	12.86	7.92	...	28.29	17.42	...
55	11.79	...	...	25.94	...	...

## Issues Deferred Annuity

Pacific National now issues an annual premium deferred annuity with income on a no-refund, 120 months certain, or cash refund basis. The contract matures at either 60 or 65, but the annuitant may request an earlier or later maturity date within the ages of 45 to 70 for men and 50 to 80 for women. There must be a period of at least 5 years between the issue date and the maturity date. Waiver of premium can be included if the application is on a medical basis.

# AGENCY NEWS

## O. Sam Cummings to Have Own Office Building

O. Sam Cummings, Texas general agent for Kansas City Life, through an exchange of property with Republic National Bank, has acquired the property at 715 North St. Paul street, Dallas, now occupied by Great American Reserve.

Great American Reserve announced in January that it will erect home office building at Olive and Live Oak streets, Dallas. When the new building is ready in about a year, the Cummings agency will move into its new location. It provides nearly double the present amount of space and will also accommodate a few tenants.

Republic National Bank will erect new bank and office building in the block in which the present Cummings agency building is located.

## Holmes Agents Confer

The Hugh M. Holmes agency, Lincoln National Life, held its regular spring agency conference at Milwaukee with about 30 field men in attendance. W. T. Plogsther, director field service, and George Laikin, Milwaukee and Chicago tax and estate counsel, were the principal speakers.

## Sheboygan Wins Trophy

E. P. Arnauton, agency superintendent of Metropolitan Life, presented the Sheboygan, Wis., local office the bronze territorial trophy for 1949 in recognition of leadership in the three states of Wisconsin, Minnesota and Michigan. This is the second time in four years that the district agency under Manager William Beringer there has won the award. The entire district office and field personnel was tendered a dinner by the company.

## Huber 16% Ahead

First-quarter paid business of the Solomon Huber agency of Mutual Benefit Life in New York City was 16% ahead. Submitted business is \$676,334 ahead. Of the agency's 18 men, 12 were on the company's leaders list for March and

**NEW HORIZONS**

1. Liberal First Year Commissions.
2. Vested Renewals Unsurpassed.
3. Bonuses on Quality Business.
4. Personalized Home Office Service.
5. Attractive Retirement Plan.

Openings in Virginia, West Virginia, North Carolina, South Carolina, Tennessee and Alabama. For information write: E. DUDLEY COLHOUN, Director of Agencies.

**Shenandoah Life INSURANCE COMPANY, INC.**

SHENANDOAH, VIRGINIA • PAUL C. RUFFORD, PRESIDENT

**THIS COULD BE Your STORY**

EVERYONE SHOULD HAVE INCOME PROTECTION WITH MUTUAL OF OMAHA -- SINCE I WAS DISABLED, I'VE RECEIVED \$16,700.00 IN BENEFITS.

MRS. MARTHA M. ROSENSTOCK MANAGED A HOTEL AND RESTAURANT IN LINCOLN, NEBRASKA, WHEN SHE INSURED WITH MUTUAL OF OMAHA IN 1928.

**Mutual of Omaha**

More than \$250,000,000.00 paid in benefits

More than 2,100,000 Policyholders

**MUTUAL BENEFIT HEALTH & ACCIDENT ASSOCIATION OMAHA**

**THE WORLD'S LARGEST EXCLUSIVE HEALTH AND ACCIDENT COMPANY**



# NEWS OF LIFE COMPANIES

## N. W. Mutual Sales Above Normal for '49 First Quarter

New business of Northwestern Mutual Life for the first quarter of 1949 was substantially above normal levels, although somewhat under the record sales for the similar period in 1948.

Insurance in force at the end of the first quarter reached \$5,805,735,000 on 1,353,953 policies. Sales in the quarter totaled \$107,686,000. Leading the general agencies in sales were: V. M. Stamm, Milwaukee; Jamison & Phelps, Chicago; B. J. Stumm, Aurora, Ill.; C. R. Eckert, Detroit; A. C. F. Finkbinder, Philadelphia; P. T. Allen, Buffalo; John R. Mage, Los Angeles; Krueger & Davidson, New York City; F. R. Horner, Madison, Wis.; Rowley & Talbot, Newark; F. R. Olsen, Minneapolis; and R. A. Clark, Pittsburgh.

Income for the quarter was \$88,439,000. Payments to policyholders and beneficiaries totaled \$33,076,000, with an additional \$8,411,000 paid beneficiaries from funds left under income plans of settlement.

President Edmund Fitzgerald said new mortgages, largely in the residential field, were greater than in 1948 or 1947, but advance commitments are lower than they were three months ago. Bonds are still the company's principal outlet for funds.

## Guardian Sues Guardian

COLUMBIA — Guardian Life of America has filed a suit against Guardian Life of South Carolina, which has been in business about one year, to change its name. Use of the name by the South Carolina company constitutes unfair competition and "tarnishes" the good will built up by the older company, stated the brief which was filed before U. S. District Judge George B. Timmerman.

## Old Equity in New Home

Old Equity has opened new quarters at 23 East 6th avenue, Gary, Ind. This is its 20th anniversary. Joseph F. Neiburger is president. It writes hospitalization, accident and life insurance. The company moved to Gary from Indianapolis 15 months ago.

## Hancock to Renovate Old Home

Now that employees have started moving into the new building of John Hancock in Boston, extensive renovation work on the present home office in the same block will begin. Air conditioning will be installed as soon as possible. The exterior of the present home office building will be sandblasted and cleaned to make it a complete match for its "other half."

## Great-West Boosts Agents' A. & H.

Great-West Life has liberalized its plan of A. & H. benefits for its full-time agents and their dependents. These include a one-third increase in the cov-

erage for hospital room and surgical operations, more liberal reimbursement for special hospital services, elimination of a six-hour minimum period of hospitalization before benefits are payable for accidental injuries, extension of the age limits under which dependent children are covered, reduction of the service requirement for new agents, and provision for continuing hospital and surgical coverage to agents 70 years of age and over and to agents on pension.

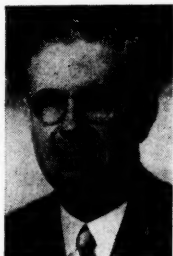
Pacific Mutual recently entertained 104 home office employees, all with more than 25 years service, at the San Fernando Valley ranch of President Asa V. Call. Each employee was given a \$50 bond at the occasion.

Commercial Life of Phoenix has declared a cash dividend of 5% on stock on record June 30, payable before July 31.

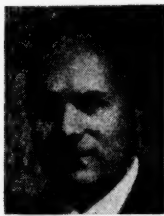
## AGENCY CHANGES

### Conn. Mutual Appoints Two Va. General Agents

Connecticut Mutual has appointed D. Conrad Little general agent at Norfolk, and J. Robert Nolley general agent at Richmond. Mr. Little, who has been general agent in Richmond since 1932, is transferring to Norfolk at his own request, to open a second Virginia agency covering the entire tidewater



J. R. Nolley



D. C. Little

area. He is a graduate of Virginia Military Institute and Harvard Business School and was a lieutenant commander in the war.

Mr. Nolley, who succeeds Mr. Little, has had 30 years' experience in life insurance. He joined Connecticut Mutual last December. Before that, he was with Northwestern Mutual.

### Cal.-Western Makes Three Changes in Group Set-Up

California-Western States has made the following changes in its group staff in southern California: L. B. Van Arsdall becomes regional group manager for southern California and Arizona. He has been with the company since 1930 as an agent, assistant agency manager, group representative and group supervisor. He has been group supervisor in Los Angeles since 1943.

Gordon K. Allen, formerly group su-

pervisor in San Francisco, is the new supervisor at Los Angeles. He joined California-Western in 1943.

Carl A. Fenner is assistant group supervisor in Los Angeles. He was formerly with the group department of Equitable Society at Los Angeles.

### Dudley Made Richmond Mgr.

Home Life of New York has appointed James S. Dudley, Jr., manager at Richmond, Va. J. C. Bristow, who has been general agent for Richmond and Virginia for 40 years, will continue as general agent for the state, outside of Richmond. Mr. Dudley entered life insurance in 1937 with Home Life at Huntington, W. Va. For six years he was associated with his father, James S. Dudley, Sr., in Bluefield, W. Va. He served in the army in the second war. In 1948, he was transferred to Richmond as assistant manager.

### Emanuelli to San Diego

A. D. Emanuelli, who has been one of the leading producers of Monarch Life, in its New Haven agency, has been appointed general agent at San Diego, Cal. He was one of the winners of an all-round excellence bronze tablet award for his 1948 record.

### Gilhooley to Be Manager of Union Mutual at Phila.

John C. Gilhooley, assistant manager of the New York City midtown branch of Union Mutual Life, becomes manager at Philadelphia May 1. He joined a

Union Mutual in 1943. He had formerly been with Fidelity & Casualty in Philadelphia. He started in life insurance with Equitable Society after graduation from Columbia.

Mr. Gilhooley succeeds Eric W. Berg, who resigned to go with Paul Reverse Life as general agent at Houston.

### Opens S. F. Group Office

Pacific Mutual has opened a group office at San Francisco. Heading the new office will be Lewis Cass, formerly with Aetna Life at Minneapolis. Mr. Cass, an experienced group manager, will have as his assistant Earl G. Unze, already well known at San Francisco. Home office representative will be Kenneth S. Mackenzie.

### Detroit Managers Sponsor Management Conference

The Life Insurance Managers of Detroit are sponsoring an agency management conference May 12. Speakers at the one-day session will be T. H. Tomlinson, sales promotion manager of Bankers Life of Iowa, speaking on "New Man Training"; D. P. Cahill, Purdue University, "Training and Supervision." At the afternoon meeting, Hampton H. Irwin, Wayne University, will speak on "Training from the University Angle"; John D. Marsh, general agent of Lincoln National, Washington, on "Training for Maximum Production," and William E. Hays, general agent New England Mutual, Boston, on "Peak Agency Performance—Constant Challenge."

## We have a gentleman in the front row:



**Q. Mr. Colwell, what makes the new child's app such a favorite with you?**

**A. "Why, Professor. That new application blank contains special sections making it possible to secure 'Gifts of a present interest' because it provides individual treatment for the payment of death proceeds, payment of the Endowment benefit, ownership and disposition of annual dividends."**

Many of the well-to-do clients of Dennis G. Colwell like to make gifts of insurance to children and grandchildren. Having the proper tools to do the job with a minimum effort eases the sale.

**GENERAL AMERICAN LIFE INSURANCE COMPANY**  
WALTER W. HEAD, PRESIDENT  
SAINT LOUIS

## SUPERVISORY OPPORTUNITY

For a man who wants to progress in sales management with one of the largest life insurance companies. No past supervisory or management experience necessary. Immediate salary, full commissions, and thorough training. Present program requires starting a man in each of the following cities: Indianapolis, Chicago, Waukegan, Lansing, Grand Rapids, Lima, and Piqua. If you believe that you qualify, or if you wish to recommend someone, either write or just fill in the following form and mail it to Box U-23, c/o National Underwriter Co., 175 W. Jackson Blvd., Chicago, and a confidential interview will be arranged.

Applicant's Name ..... Address .....

Age .... Married? ..... Present Occupation .....

Signed .....

## LEGAL RESERVE FRATERNALS

### Royal Neighbors to Pay \$1½ Million Dividends

Approximately \$1½ million is scheduled to be paid as dividends by Royal Neighbors during the year ending March 31, 1950, \$1,380,000 being on adult policies and \$120,000 on juvenile. Basis for computing the dividends remains the same as for the preceding year.

### Fraternal Investment Men Meet This Week in Chicago

Fraternal Investment Assn. is holding its first meeting April 29 in Chicago at the Morrison hotel. The association was formed at the 1948 National Fraternal Congress meeting in Pittsburgh.

All fraternalists have been invited to send representatives to the Chicago meeting, regardless of whether they are represented in the association.

On the agenda are talks on "Leased Fees," by DeEmmett Bradshaw, chairman of Woodmen of the World of Omaha, who is president of the investment association; "Water Revenue Bonds," by John C. Faulkner, investment manager of Royal Neighbors of America; and "Corporation Securities,"

by J. M. Fitzsimmons, treasurer of Modern Woodmen of America.

There will be discussions following each speaker's talk and at the close of the meeting there will be a general discussion, covering among other things what type of meetings the association should hold in the future.

### Three of Bills Backed by K. of C. Passed in Mass.

BOSTON—The Massachusetts legislature, by enactment of special bills filed by the Massachusetts district council of Knights of Columbus, has legalized three of the four practices on which complaint was made against K. of C. by Commissioner Harrington a year ago when he suspended its license in Massachusetts.

The new acts provide that (1) fraternalists may pay benefits on the lives of children under 17 and issue loans on security of such certificates; (2) authorize them to admit certain additional insurance members without medical examinations, and (3) authorize issuance of annuity contracts.

A fourth measure which would define "net accretions" in relation to the use of mortuary fund income for general

expenses, filed by the New England Order of Protection and supported also by K. of C., has been held up in the senate.

### Wash. Fraternalists to Meet May 25

The Washington State Fraternal Congress will hold its annual convention and banquet June 25 at the New Yorker hotel in Tacoma. Mrs. Myrtle Hopkins of Samaritan Life Assn. is president.

## SALES MEETS

### Ohio National Has Two-Day Rally for Michigan Agents

Ohio National Life held a two-day sales conference at Lansing, Mich., with Harold Brogan, general agent there, as host. N. E. Glassbrook, vice-president and divisional manager, was conference chairman.

Home office participants were Roy Dodson, executive vice-president; Grant Westgate, superintendent of agencies; George Grace, assistant superintendent of agencies; F. A. Johnson, assistant secretary, and A. N. Beardshear, manager of field service. B. C. Butler, manager at Omaha, representing the western division, and D. E. Nelson and L. E. Bredahl of the central division field organization also attended, along with General Agents O. R. Aspegren II, Chicago; W. W. Bassett, Granite City; Webb C. Evans, Champaign; L. J. Sherman, South Bend, and R. B. Plesinger, Indianapolis. Michigan participants included A. S. Brennan, in charge of the eastern section of the state, and E. R. Tonkel, general agent at Grand Rapids.

Outside speakers were A. C. Palmer, R. & R. Service, and Dr. J. W. Sexton, Lansing, retired superintendent of public schools.

### Slate Eight Regional Meets

Detroit will be the scene of the first of eight three-day regional meetings to be held by Mutual Benefit. Held at strategic points throughout the country, the first meeting will begin May 15 and the last will close June 25. A standardized program is planned for all of the sectional gatherings. Topics include time control, prospecting and closing procedures. At each meeting a general agent will give a talk on "A Day's Work as the General Agent Sees It." Each meeting will have as its convention chairman and program chairman, general agents from agencies near the meeting site. The meetings will be held at Detroit, Augusta, Swampscott, French Lick, Asbury Park, Yosemite, Excelsior Springs, Mo., and Bedford, Pa.

### People's Has 2-State Rally

Executives of People's of D. C. met with managers in West Virginia and Ohio at a two-day division conference at Charleston, W. Va. L. W. J. Stoakley, Charleston manager was host.

The Washington delegation included W. T. Leith, vice-president; O. R. Hoover, superintendent of agents; T. J. Noffsinger, manager ordinary department; R. G. Diepenbrock, chief underwriter; T. R. Schneeman, G. Lescalleet and C. A. Sparks. Paul Settle of Parkersburg, superintendent of agents of Division C, headed the visiting managers.

Metropolitan Life will hold its president's group meeting May 4-6 at Sun Valley. Managers, assistant managers and agents from Utah, Idaho, Montana, Washington, Oregon and California will attend. Henry North, vice-president at San Francisco will preside.

American National has been admitted to Ohio.

## MANAGERS

### San Antonio Club Hears Hay on Selection Factors

San Antonio Life Managers Club heard a presentation of the importance of selection in building a successful agency by Sam R. Hay, Jr., assistant agency director of Great Southern Life. He said any agency manager who has been in life insurance work any number of years has seen a number of men who appeared to have the qualities essential for success come and go. This is bad for the man and bad for life insurance because of the loss of prestige as a field of endeavor that is attractive. It is bad for the company and the manager because of the loss of both prestige and money invested in the man.

Experience has proved that the personal judgment of the prospective agent is not sufficient to determine whether he will succeed or not. He would require that the man be physically sound and insurable, that he have a happy disposition and that he have a pleasant home situation. With all these points settled and the report submitted to the home office, he said that his company requires that those concerned with the approval of a contract for the new man must be unanimous in a favorable vote.

### N. W. Conference May 23-24

The northwest area agency management conference of the Life Managers Assn. of Washington, Oregon and British Columbia will meet at Portland May 23-24, with the Oregon group as host. Features of the program announced thus far included a speech by Dr. Harry L. Dillin, president of Linfield College, a cocktail party and banquet. Leo D. Hogan is chairman of the conference committee.

### Cashiers Hear Miss Stone

Miss Mildred Stone, director of policy owner service of Mutual Benefit Life, addressed Nashville Life Agency Cashiers Assn. on "Letters People Like."

Seattle Life Managers Assn. heard Ralph J. Hill, secretary, talk on agency bulletins, their contents and problems.

At the April meeting of Utah Life Managers Assn., Harry J. Syphus, former president, reviewed the N.A.L.U. mid-year meeting at Miami Beach. Graduation from the educational classes conducted by the association will be observed at the May meeting.

### Benefits Paid Since Organization

**\$58,091,589**

### SUPREME FOREST WOODMEN CIRCLE

Omaha, Nebraska

### ROYAL LEAGUE

Chicago, Ill.

Legal Reserve Fraternal Life Insurance

Operates Tuberculosis Sanatorium at Black Mountain, N. C.

Service free to members.

Service at special rates also available to members of other societies.

## YOU HAVE "READY MADE" CONTACTS IN EVERY COMMUNITY

### WHEN YOU'RE WITH THE MODERN WOODMEN FIELD FORCE



More than 8000 local camp secretaries, who collect payments from members, are valuable aids for agents in the acquisition and conservation of business. Friendly and well-known in his community, the camp secretary is a "natural" as a center of influence.



Many profitable leads also come from the more than 420,000 adult and junior members, affiliated with camps throughout the nation. Local camp activities publicize and advertise the Society to non-members. These "door-openers," plus a modern agents' training program, help establish the Modern Woodmen field man in an interesting and well-paying profession.

**MODERN WOODMEN**  
OF America

ROCK ISLAND - ILLINOIS

### PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED IN 1886

A Legal Reserve Fraternal Insurance Society

S. H. HADLEY, Supreme President L. D. LININGER, Supreme Secretary  
SHARON, PA.

### More Confe

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## ACCIDENT AND HEALTH

### More Speakers Listed for Conference Annual Meeting

Several additional speakers have been announced for the annual meeting of H. & A. Underwriters Conference at the Edgewater Beach Hotel, Chicago, May 16-18.

Burton K. Wheeler, former U. S. Senator from Montana, will speak Wednesday morning, May 18. He is now practicing law at Washington, D. C. John W. Saylor, vice-president in charge of sales of Business Men's Assurance will speak during the agency management session Tuesday morning, May 17.

The problem of combating rising administrative costs in home office operations will be discussed by Frank S. Vanderbrouk, executive vice-president of Monarch Life.

The employer's views on compulsory health insurance will be discussed by W. G. Caples, manager of industrial relations of Inland Steel Co., the opening day. Mr. Caples before the war practiced law in Chicago and later was general attorney of Continental Casualty and a vice-president of National Casualty.

Problems which commercial traveling men's organizations face today will be discussed May 18 by Moses G. Hubbard, counsel of Commercial Travelers Mutual Accident. He has been particularly close to regulatory legislation affecting accident and health insurance.

Entertainment for the meeting includes a reception for early arrivals Sunday, May 15, and the banquet Tuesday evening. The ladies' hospitality committee has arranged a tea and smorgasbord luncheon for ladies in attendance.

### Union Mutual Revises Its Non-Can A. & H. Policies

Union Mutual Life has revised its non-cancellable A. & H. policies, effective May 1. A basic two year A. & H. policy has been added. It is guaranteed renewable to age 65, pays partial disability for accident, has a non-disabling injury feature, a waiver of premium clause, is incontestable after two years, has a six months recurrent disability clause, a 31-day grace period, and provides for a 10% increase in indemnities if premiums are paid annually and a 3% increase if they are paid semi-annually. Maximum benefits are \$250 monthly.

Among new changes, the company will consider foreign travel permits, waiver of premium clause has been liberalized, long term sickness benefits have been extended to 10 years and, on the 10-year form, the recurrent disability clause has been changed to six months. Accidental death indemnity will be written in conjunction with the two and 10 year forms. Accidental death benefits have been increased from \$5,000 to \$10,000 in the higher classifications. Extension of accident benefits to five years will be permitted in classification A4 for both the short and intermediate term forms. Retention limits have not been changed.

### Kan. Membership Doubled

Twenty-five new members were presented at the April meeting of Kansas Assn. of A. & H. Underwriters at Wichita by Membership Chairman Robert W. Hawk, who announced that membership had more than doubled during the year. Speaker was Robert R. Tyler, Commercial Casualty, Wichita.

E. F. Gregory, B.M.A., Denver, president of the National association, will speak at the May meeting.

### Farquhar S. F. President

R. A. Farquhar, Home Indemnity, has been elected president of Accident & Health Managers Assn. of San Fran-

cisco, succeeding Clifford Deranleau, Loyal Protective Life. Vice-president is Jay Goldstein and secretary, Thomas S. Dixon, Massachusetts Indemnity.

Speaker at the April meeting was Mrs. Muriel Tsuetkoff, director of San Francisco Better Business Bureau. The annual meeting of the state association of managers' clubs was discussed. It has tentatively been set for Oct. 28 at Los Angeles.

### Kentucky Names Mail Order Insurers in News Releases

The Kentucky department has started the practice of sending news releases to newspapers throughout the state naming insurers that are soliciting business through the mails in Kentucky without a license. This is coupled with a statement by Commissioner Thurman that buyers of such policies must realize they cannot expect to get any help from the insurance department in settling difficulties or claims that they may have with these companies because the department has no jurisdiction over unlicensed mail-order insurers.

Mr. Thurman's first newspaper release named First National Indemnity of Omaha and his second release mentioned Old American and National Protective of Kansas City, American Family Life of San Antonio, Commercial Travelers Mutual Accident of Utica and Guarantee Reserve Life of Hammond, Ind.

The "News Journal" of Campbells-ville ran an editorial commending the department for this "wide awake step". This publication editorializes that there is no reason out of state mail-order companies should be allowed to do business in Kentucky without being subject to licensing control.

### A. & H. Probe Bill in Ill.

Representative Alan Best, Republican, Chicago, introduced a bill in the Illinois legislature to appropriate \$15,000 to pay expenses of a 15-man commission of 10 legislators and five citizens to investigate A. & H. insurance in Illinois. Premium rates, types of policies issued, payment of claims, and other matters would come under the probe.

### Gilchrist to Tex. Department

John T. Gilchrist, who has been with United Fidelity Life of Dallas, has been appointed assistant actuary of the Texas department.

### Housing Subsidy Bill Killed by Penn. Senate

HARRISBURG — Legislation which would have provided \$15 million in state subsidies to enable investment of life insurance funds in housing projects in Pennsylvania, with a long range return to meet investment requirements guaranteed by the state has been killed by the general assembly.

A bill permitting over-the-counter sale of life insurance by savings banks in the state has been voted down in the senate banking committee. Other legislation proposed by the state association is stalled in the senate judiciary committee; one bill would permit investments of estates left to minors in life insurance and annuities and another which clarifies the "estate act of 1947" by definitely excluding proceeds of life insurance from a decedent's estate.

A bill to create a state mortgage in-

surance commission in the state for the insurance of mortgages on residential dwellings up to \$8,000 in amount, has been introduced in the senate. The proposal provides that up to \$14 million in principal obligations can be insured by the proposed commission. Interest would not exceed 6%.

### Up Iowa Commissioner \$500

The Iowa legislature approved a \$500 salary increase, from \$6,000 to \$6,500, for the insurance commissioner. A flat \$500 increase was approved for all elective officials and department heads.

The insurance department appropriation was increased to \$97,360 a year. Examiners' salary was changed from a per day scale to \$150 a week while working on foreign companies and \$120 for domestic. Assistant examiners will receive \$90 a week.

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## UAW Shows New Insurance Approach

(CONTINUED ON PAGE 3)

UAW is in opposition to modification of existing groups which constitutes by far the bulk of the group business being written today.

UAW-CIO requires that local union make no agreements or give approval to no changes in company or employer group insurance plans or other related benefits outside or prior to negotiations and that all such matters be covered as a part of the collective bargaining contract.

Group insurance and pension specialists hold the UAW-CIO demands are unrealistic. They seek a \$100 minimum monthly pension at age 60 for employees with 25 years of service and a graduated pension at age 60 with less than 25 years. They seek provisions protecting workers in case of death and permanent severance from payroll. They envision establishment of a trust fund and a board of trustees.

Little publicity has been given to the specific health and security bargaining demands of the UAW. The union wants 5% of payroll paid into a health and security fund by the employer. The fund is to be administered by the trustees.

Having won the 5% demand, the union then advises its locals to buy payments of at least half a worker's wage for illness or accident to begin on the eighth day after illness and the first day after accident. Full payment of all hospital costs at semi-private rates for the worker and his family will be demanded. Full payment of medical expenses for the worker and his dependents will be sought.

In addition UAW seeks a life insurance death benefit of the average yearly wage of the worker as a minimum. This would be paid partly in lump sum and partly in monthly payments.

It is understood that some insurance companies are willing to underwrite UAW plans if employers can be won over.

## ALC Concludes Regional Series

(CONTINUED FROM PAGE 2)

was due to the work of Henry E. Thomas, 1st vice-president of Shenandoah Life, who took charge of all local arrangements. Mr. Thomas also arranged the excellent local publicity for the meeting.

Much the same subjects were discussed at the Kansas City meeting as at Roanoke. Kansas City member companies cooperated as hosts at a dinner at the Kansas City Country Club. The invitations were extended by Mr. Bixby, Kansas City Life; Chairman W. T. Grant of Business Men's Assurance, who is a past president of the A.L.C.; President W. Ralph Jones of National Fidelity Life; President O. R. Jackson of Postal Life & Casualty; and President Charles M. Howell, Jr., of Pyramid Life.

Guests at the Roanoke meeting included A. L. Kirkpatrick, manager insurance department U. S. Chamber of Commerce; and Henry R. Glenn, associate general counsel Life Insurance Assn. of America. In addition to the convention staff officers, the American Service Bureau was represented by its president and general manager, Lee N. Parker.

### Morley Speaks at Purdue

Francis W. Morley, Jr., of the John O. Todd agency of Northwestern Mutual Life in Chicago, lectured in the Purdue course this week on the comprehensive programming technique he has developed.

Neal Reilly of the Russell L. Hoghe agency of Equitable Life of Iowa at Los Angeles talked before the Breakfast Panel—a group of young business men—on "Democracy of Life Insurance."

## SALES IDEA OF THE WEEK

### Broaddus Tells St. Louis Assn. of Five "Wheres" to Use in Case Prospecting

Lynn S. Broaddus, manager of Guardian Life at Chicago, spoke to the St. Louis Life Underwriters Assn. at a luncheon meeting on "Present Day Prospecting." Stressing the factor of getting new business, Mr. Broaddus said that too many men tried to do a large volume of business without opening many new cases. A case can never be closed until it is opened, he said, outlining methods by which a new market might be approached.

How to profitably prospect where you live, play, buy, sell and visit is an important part of selling methods, he said. Touching on prospecting where you play, he told of his own successful operations through his membership in a Chicago country club, which he joined in 1924 when he went to Chicago, where his only personal acquaintance was a store clerk.

Regarding "prospecting where you buy" he said he had found that members of the country club in various other lines of business readily bought from one another. He told of writing \$24,000 on the life of a grocer in Evanston, Ill., that sells the Broaddus household its groceries and who has on two occasions helped to sell two other life policies. He also has provided the names of many prospects.

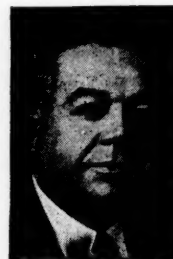
Every sale is a nest. Every sale is the nest for much future business, he said, in regard to "prospect where you sell." He pointed out that every policyholder has in-laws, persons he knows socially and business associates, friends and acquaintances that should have additional insurance. So it is easy to use them as a center of influence to obtain new business. Start out by asking him for the names of three close friends, and then enlarge the circle with the name of various persons from whom he buys and to whom he sells, Mr. Broaddus advised.

"Prospecting where you visit" is a fertile field for much new business, he stressed. Every person you meet in out-of-town jaunts knows someone in your home town to whom he would like to be remembered. So secure the names of those persons, call on them to tell them: "I met John up in the mountains and he wished to be remembered to you." Then, of course, you can mention you are in the life insurance business and perhaps get a real opening for a sale.

### Every Sale a Nest

He advised agents to purchase a little memorandum book in which to list the names of persons in those five divisions: "where I live," "where I play," "where I buy," "where I sell" and "where I visit," so their names will be convenient for future prospecting. This system can, of course, be extended to include persons you know in all the main office and business buildings, in different residential districts, etc.

He said if an agent will simply open enough cases the law of averages will take care of sales volume. He urged, however, that the agent keep a careful watch on the cost of doing business. If you write only four cases a month and your expenses are \$200 a month, the cost is, of course, \$50 a case. An agent operating on that basis is spending all his renewal income to get new business, simply because he isn't opening enough new cases each month. Opening up enough cases is main production problem of any agent, he contended.



L. S. Broaddus

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### Farm Bureau Parley

More than 2,000 policyholders and representatives of the three Ohio Farm Bureau companies met at Columbus, Ohio, for the annual convention. The various officers and directors were re-elected.

The Farm Bureau companies have instituted a program of skilled driving training courses among the 2,000 employees at the home office.

In cooperation with Columbus Automobile Club, the personnel department conducts six two-hour periods in theory of skilled driving and 20 hours of driving training, five of which are spent in actual driving practice.

Cost of the course, which would normally be \$30, is only \$6.50 to those who complete the training successfully, with company paying the rest. A certificate is awarded to those persons at the end of the training period.

A. L. Brown, director of employees' activities, is in charge of the program.

### Lincoln Praises Agents

The American public owes much of its security to the imagination, enthusiasm and hard work of life insurance agents, Leroy A. Lincoln, president of Metropolitan Life, stated in a radio interview on a program in the 1948-49 series of "Adventures in Industry." Without the agents, Mr. Lincoln said the institution of life insurance would not be the constructive social and economic factor it is today.

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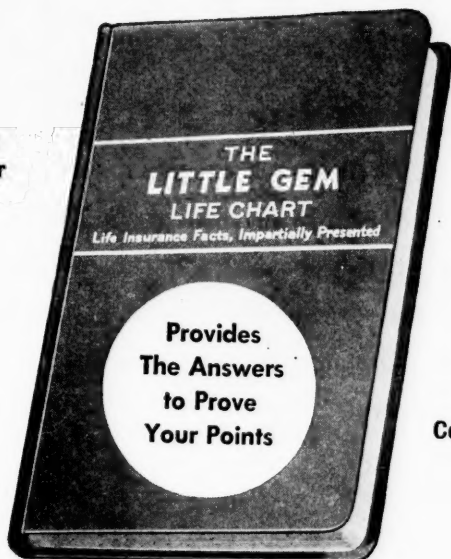


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